



WIN A DATE  
WITH DYNAMIC  
ELVIS PRESLEY

**JULY**



25¢



# HIT PARADER

A CHARLTON PUBLICATION

ROCK ISLAND LINE

HEARTBREAK HOTEL

R-O-C-K

IVORY TOWER

WALK HAND IN HAND

MY LITTLE ANGEL

TOO YOUNG TO GO STEADY

MOLLY-O

(LOVE IS) THE \$64,000  
QUESTION

INNAMORATA

LOVELY ONE

THE MAGIC TOUCH

HELD FOR QUESTIONING

NO OTHER ONE

WITHOUT YOU



MITZI GAYNOR  
Starring in  
Paramount's  
"THE BIRDS AND THE BEES"

The Story Behind Those Fabulous Four Lads  
Will Marriage Affect Julius LaRosa's Career?



DORIS  
DAY



FOUR VOICES

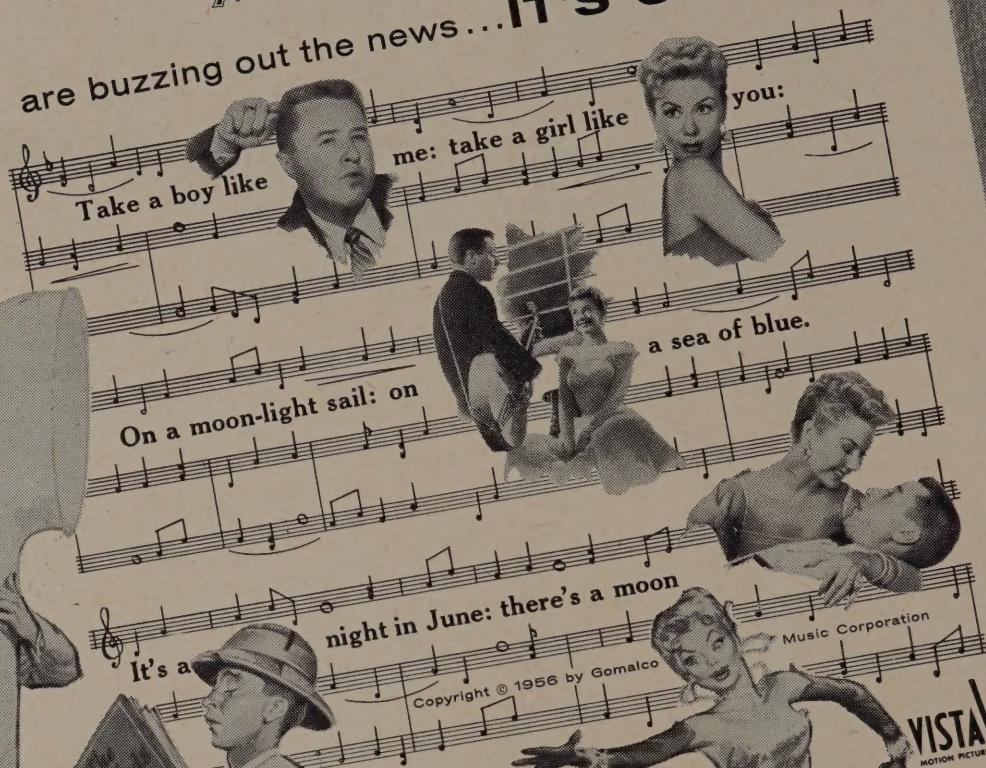


JULIUS  
LA ROSA



# THE BIRDS AND THE BEES

are buzzing out the news... IT'S GREAT!



VISTAVISION  
MOTION PICTURE HIGH-FIDELITY

The same  
thing that happens  
with the birds and the bees...  
you'll get that funny feeling,  
you'll feel weak around the knees  
... when you see

It's The Hit  
With The Top Song Hit  
Of The Year!  
"THE BIRDS  
AND THE BEES"

Paramount Presents

GEORGE GOBEL  
MITZI GAYNOR  
DAVID NIVEN in

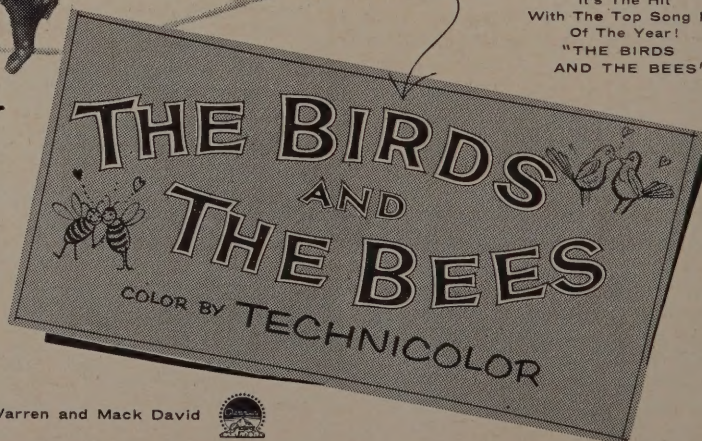
co-starring  
REGINALD GARDINER • FRED CLARK

Produced by PAUL JONES • Directed by NORMAN TAUROG

Screen Play by  
SIDNEY SHELDON and PRESTON STURGES

Based on a Story by Monckton Hoffe

Musical Numbers Staged by Nick Castle • New Songs by Harry Warren and Mack David





# HIT PARADER

A  
Charlton  
Publication

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# The HIT PARADER BAND WAGON OF

*A Charlton*

*Feature*



## THE SAINTS ROCK 'N' ROLL

BILL HALEY MILT GABLER

Rockin' 'n' rollin' all the day,  
Rockin' 'n' rollin' all the way,  
Rockin' 'n' rollin' to the end,  
'Till the saints go marching in.

Oh, when the saints go marching in,  
When the saints go marching in.  
Well, I want to be in that number,  
When the saints go marching in.

When that guitar comes swinging in,  
That guitar comes swinging in.  
Well, I want to be in that number,  
When those strings go swinging in.

Now when the sax begins to wail,  
When that sax begins to wail.  
Well, I want to be in that number,  
When that sax begins to wail.

Oh, when the rhythm starts to go,  
When that rhythm starts to go.  
Well, I want to be in that number,  
When that rhythm starts to go.

Copyright 1956 by Northern Music Corp.

## HONEY HAIR, SUGAR LIPS, EYES OF BLUE

DICK RICHARDS BUDDY TAYLOR

Honey hair sugar lips eyes of blue,  
That's my sunshine baby.  
Honey hair, sugar lips eyes of blue,  
That's my lady fair.  
When we walk hand in hand down the street

My heart's singing love songs.  
What a treat sugar sweet can't be beat.  
She's a real live doll.  
And when she cuddles near me baby,  
My heart does a flip and a flop.  
And when we kiss I'll tell you this,  
I'm spinning just like a top.  
Honey hair sugar lips eyes of blue,  
I'm a lucky guy.  
All the boys will agree she's a prize  
Yes sir-ree, and she's mine all mine.

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## MOLLY-O

SYLVIA FINE ELMER BERNSTEIN

Molly, with her green eyes  
And her fair hair,  
I love her so.

Molly-o.

Tell me will she be there,  
Will she still care,  
When I am low?

Molly-o

Hold me through the bad times  
'Cause the glad times

They come and they go.

No blues will I mind

Long as I find

She is my kind and my Molly-o.

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## TO LOVE AGAIN

NED WASHINGTON MORRIS STOLOFF GEORGE SIDNEY

No heart should refuse love,  
How lucky are the ones who choose love

And if we should lose love  
We have the right to love again.

In a world full of faces so few ever find their places

In many cases hearts have lost their way

Don't live in the past, dear  
For you and me the die is cast, dear

But if love won't last, dear  
We have the right to love again.

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## SOMEBODY, SOMEWHERE

FRANK LOESSER

Somebody, somewhere, wants me and needs me,

That's very wonderful to know.

Somebody lonely wants me to care,  
Wants me of all people to notice him there.

Well, I want to be wanted,

Need to be needed,

And I'll admit I'm all aglow.

'Cause somebody, somewhere, wants me and needs me,

Wants lonely me to smile and say hello.

Somebody, somewhere, wants me and needs me,

And that's very wonderful to know.

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## MY LITTLE ANGEL

DAZZ JORDAN GORDON CHARLES

My little angel, needs no harp,  
No applause when she sings.

My little angel, doesn't fly

Thru' the sky, has no wings.

Fanfares of trumpets may not blow,

Just to show she's divine.

For my little angel needs no halo

To match heaven's shine.

I've heard tell that angels

Never leave the skies,

But she must be an angel,

There's heaven in her eyes.

And speaking of angels,

I admit, I'm a bit starry eyed.

For my little angel soon will walk

Down the aisle as my bride.

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## IVORY TOWER

JACK FULTON LOIS STEELE

Come down, come down from your ivory tower,

Let love come into your heart.

Don't lock yourself in an ivory tower,

Don't keep us so far apart.

I love you, I love you,

Are you too far above me to hear?

Come down, come down from your ivory tower,

You'll find true love has its charms.

It's cold, so cold in your ivory tower,

And warm, so warm in my arms.

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## LONG TALL SALLY

E. JOHNSON

Gonna tell Aunt Mary 'bout Uncle John

He says he has the blues but

He has a lotta fun

Oh baby yes baby whoo-oo-oo-oo baby

Havin' some fun tonight yeah well!

Long tall Sally has a lot on the ball  
And nobody cares if she's long and tall  
Oh, baby yes baby whoo-oo-oo-oo baby  
I'm havin' me some fun tonight

Well, I saw Uncle John

With long tall Sally

He saw Aunt Mary comin'

And he ducked back in the alley

Oh, baby yes baby whoo-oo-oo-oo baby

I'm havin' me some fun tonight

We're gonna have some fun tonight

Gonna have some fun tonight

We're gonna have some fun tonight

Everything will be all right

We're gonna have some fun

Gonna have some fun tonight

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## CHURCH BELLS MAY RING

MORTY CRAFT

Church bells may ring,

And surely darling, the angels will sing.

I'll tell you darling,

You're the queen of my throne,

You should have known, sweetheart.

Ling a ling a ling a ling a ling ding dong,

I love you darling,

And I want you for your own.

I'll give you any, anything that I own,

You should have known, sweetheart.

Hello, hello again, my friends,

I hope that we will meet again!

Ling a ling a ling a ling a ling.

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## TERESA BREWER

Anyone can find a reason to shed a tear or two. Very often we just get in a blue mood and begin to feel sorry for ourselves. The secret is to find happiness and joy in what we have — not in what we'd love to have.

Teresa Brewer has learned the secret of being happy with life despite its many pitfalls. She's certainly happy about her career — but her greatest joy is her family.

Before Tessie's recording of "Chewing Gum," her future looked far from promising and the little gal was almost ready to "toss in the sponge." But then the country heard the Coral disc and went "Chewing Gum" crazy with the record selling at a terrific clip. When all the hubbub subsided and all the fanfare died down, Teresa Brewer emerged as a sining sensation. She has certainly earned the faith and trust that the nation placed in her ability after just one disc. She's shown time after time, disc after disc, that she's got the medicine that keeps the tears away.

With her husband Bill Monohan and their three lovely daughters, Kathleen, Susan and baby Megan, she lives unpretentiously in New Rochelle, New York. There she prefers to be one of the neighbors and is known as Mrs. Bill Monohan. A small girl with a large sense of values, she places her family and home life on the highest — most important — plain.

Tessie and Bill believe that marriage is a two-way proposition. It requires

teamwork between man and wife to make a successful marriage. For example, it isn't too much to assume that the Monohans could have afforded the best of interior decorators — but they preferred to team up — Bill did the paint brush work and Tessie the decoration; thus they enjoy a project jointly.

We think all this is a wonderful system for keeping tears away. Mr. & Mrs. M. are hardly the nightclub set — preferring the fun of being with their children to the society whirl. They plan activities which include the kids, so you can guess the movies play an important part in their entertainment program. "No Tears Fell" (her new Coral disc) describes their happy home life perfectly.

We want you all to know about Teresa Brewer because in the world of show business it isn't hard for marriages and romances to teeter and even fall. Many of our top personalities have succumbed to the pressure — as evidenced by broken homes and duplicate and triplicate knot-tyings. Therefore, it is a wonderful example and a shining light for all to behold the Monohans. They live a simple, happy life away from the bright lights and have managed to combine career and home life with no friction.

Watch the happy Monohans (kids and all) and you'll see a typical American home . . . gay and complete. The future surely looks bright for these happy people, and we're sure they're the envy of all.



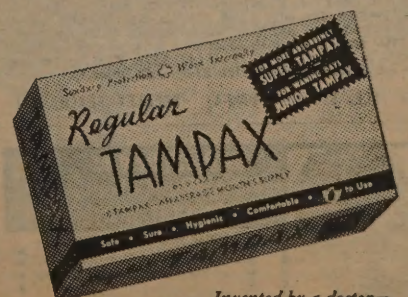
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# JUKE BOX

## BLUE SUEDE SHOES

CARL PERKINS

Well, there's one for the money,  
Two for the show,  
Three to get ready,  
Now go, cat, go.  
But don't you step on my blue suede shoes!

You can do anything,  
But lay off of my blue suede shoes!  
Well you can knock me down.

Step on my face,  
Slander my name all over the place,  
And do anything that you want to do,  
But ah, ah, honey, lay off of my shoes,

Don't you step on my blue suede shoes!

You can do anything,  
But lay off of my blue suede shoes!

You can burn my house,  
Steal my car,  
Drink my liquor from my ol' fruit jar,  
You can do anything

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## HOT DIGGITY

(Dog Ziggity Boom)

AL HOFFMAN DICK MANNING

Never dreamed anybody could kiss  
that-a-way,

Bring me bliss that-a-way,  
With a kiss that-a-way.

What a wonderful feeling to feel  
that-a-way!

Tell me where have you been all my  
life? Oh!

Hot diggity dog ziggity boom!  
What you do to me!

It's so new to me what you do to me,  
Hot diggity dog ziggity boom!  
What you do to me!

When you're holding me tight!

How my future will shine  
From the moment you're mine!

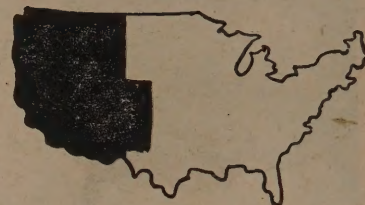
Never knew that my heart could go

"Zing!" that-a-way,  
Ting-a-ling that-a-way,  
Make me sing that-a-way.  
Said "Goodbye" to my troubles,  
They went that-a-way!  
Ever since you came into my life! Oh!

There's a cute little cottage for two,  
that-a-way,  
Skies are blue that-a-way,  
Dreams come true that-a-way,  
If you say I can share it with you,  
that-a-way!

I'll be happy the rest of my life! Oh!  
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## WEST



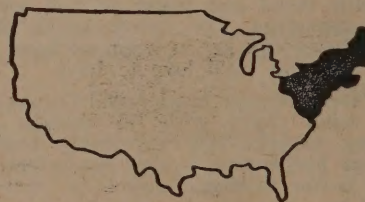
No. 1

BLUE SUEDE SHOES



As Sung By  
CARL PERKINS

## EAST



No. 1

HOT DIGGITY  
(Dog Ziggity Boom)

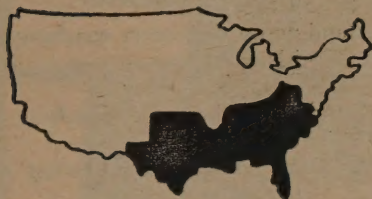


As Sung By  
PERRY COMO



# DYNAMITE

## SOUTH



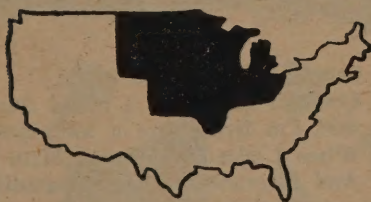
No. 1

(You've Got)  
THE MAGIC TOUCH



As Sung By  
THE PLATTERS

## MID - WEST



No. 1

HEARTBREAK HOTEL



As Sung By  
ELVIS PRESLEY

### (You've Got) THE MAGIC TOUCH

BUCK RAM

You've got the magic touch,  
It makes me glow so much,  
It casts a spell,  
It rings a bell,  
The magic touch.  
Oh, when I feel your charm,  
It's like a four alarm,  
You make me thrill so much,  
You've got the magic touch.  
Here I go reeling,  
Oh, oh I'm feeling the glow,  
But where can I go from you?  
I didn't know too much  
And then I felt your touch,  
And now I learn I can return  
The magic touch.

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### HEARTBREAK HOTEL

MAE BOREN AXTON TOMMY DURDEN ELVIS PRESLEY

Now since my baby left me  
I've found a new place to dwell  
Down at the end of Lonely Street  
At Heartbreak Hotel  
I'm so lonely, I'm so lonely,  
I'm so lonely that I could die!

And tho' it's always crowded  
You can still find some room  
For broken hearted lovers  
To cry there in the gloom  
And be so lonely, oh so lonely,  
Oh so lonely they could die!

The bellhop's tears keep flowing,  
The desk clerk's dressed in black,  
They've been so lone on Lonely Street  
They never will go back,  
And they're so lonely, oh they're so  
lonely,  
They're so lonely they pray to die.

So if your baby leaves  
And you have a tale to tell  
Just take a walk down Lonely Street  
To Heartbreak Hotel  
Where you'll be lonely and I'll be  
lonely,  
We'll be so lonely that we could die.

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# WILL MARRIAGE AFFECT LA ROSA'S CAREER?



## JULIUS LAROSA

Many folks have been wondering what bearing Julius LaRosa's walk to the altar with beautiful Rory Meyers will have on his career. We think we have the answers.

Since his wedding, Julius has been singing with a depth never before noticed. His songs are delivered with a fresh spirit, as if he were trying to convey his new-found happiness and joy to the public. If you listen closely, you might even detect a bit more maturity and authority in his voice. Certainly, marriage will have a direct impact on the career of Julius LaRosa. But we're happy to report that contentment in marriage has only added greatness to his already-wonderful voice.

When you're overly excited and delighted, it usually shows in your voice and personality. So, too, with Julie. He's just realized the fulfillment of his dreams. He's reached his goal — complete happiness. Even though we envision top celebrities and stars as being on a somewhat higher plain removed from us (perhaps that's why they're called stars), they're still basically the same as we. The fact that they have a wonderful gift for entertaining does not alter their basic feeling for a family and a home in the country. Our Brooklyn bred singer is planning two futures now — one for Julie the singer and the other for Julie the family man. He's already proved he's more than capable of handling the singing portion, and we feel sure he'll do an ex-

cellent job in the role of husband to lovely Rory.

No job is too big or too tough for a man in love, so that's one more reason we feel there'll be no stopping this boy now. Listen carefully to his new RCA Victor waxing of "Augustine" flipped with "I've Got Love" and you'll get the idea. There's new bounce, a zesty feeling that makes this disc a sure bet for top chart honors — and this side was released when he was only engaged. Just wait till you hear what's coming now that he's tied the wedding knot tight.

Everyone's happy to see the boy who parlayed a dismissal "for lack of humility" into a \$500,000 a year proposition. With love to guide him and the form of Rory by his side, he's reaching for the stars — and he'll probably get them.

Julie, like so many newlyweds, has great aspirations for the future. One of his major goals as a family man is to be the father of many children. We hope he fulfills this dream. As to his future as a singer — and one of the best at that — we have little doubt. His voice, which has mellowed with age (he's still in his twenties) has attracted more and more people to him. This ever-expanding number of fans has added people of all sizes and ages. Where at one time he was thought to be limited only to the teen set, today he enjoys an audience filled with moms and pops, as well as older brothers and sisters.

## STANDING ON THE CORNER

FRANK LOESSER

Standing on the corner watching all the girls go by,  
Standing on the corner watching all the girls go by.  
Brother you don't know a nicer occupation,  
Matter of fact neither do I.  
Than standing on the corner watching all the girls,  
Standing on the corner watching all the girls go by.

Standing on the corner watching all the girls go by,  
Standing on the corner giving all the girls the eye.  
Brother if you've got a rich imagination,  
Give it a whirl, give it a try.  
Try standing on the corner watching all the girls,  
Standing on the corner watching all the girls go by.

Standing on the corner watching all the girls go by,  
Standing on the corner underneath a springtime sky.  
Brother you can't go to jai' for what you're thinking,  
Or for the "wooooo" look in your eye.  
You're only standing on the corner watching all the girls,  
Standing on the corner watching all the girls go by.

I'm the cat that got the cream,  
Haven't got a girl,  
But I can dream.  
Haven't got a girl,  
But I can wish.  
So I take me down to Main Street,  
And that's where I select my imaginary dish!

Saturday and I'm so broke,  
Couldn't buy a girl a nickel coke.  
Still I'm living like a millionaire,  
When I take me down to Main Street,  
And I review the harem parading for me there.

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## TOO YOUNG TO GO STEADY

HAROLD ADAMSON JIMMY McHUGH

Too young to go steady,  
Too young, I hear him say,  
He says I'm not ready  
But, then why am I feeling this way.  
Too young so he tells me,  
He says we'll have to wait,  
Why wait till it may be too late?  
Can't he realize he drives me wild,  
Is he made of stone?  
Must he always treat me like a child?  
Won't he ever own up,  
I'm grown up?  
Someday he'll be sorry,  
Someday, just wait and see,  
He'll wish he'd gone steady with me!

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# ELVIS PRESLEY

RCA VICTOR



**His Best Selling Records - Now at Your Favorite Record Store**

## HIT SINGLES

Heartbreak Hotel  
I Was the One

20/47-6420

I Forgot to Remember  
to Forget

Mystery Train

20/47-6357

Baby, Let's Play House  
I'm Left, You're Right,  
She's Gone

20/47-6383

Milkcow Blues Boogie  
You're a Heartbreaker

20/47-6382

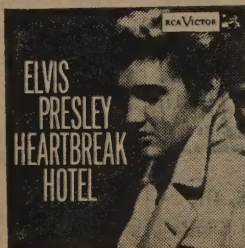
Good Rockin' Tonight  
I Don't Care If the Sun  
Don't Shine

20/47-6381

That's All Right  
Blue Moon of Kentucky

20/47-6380

## HIT ALBUMS



(Above)

Great Presley song parade  
...Blue Suede Shoes, Tutti  
Frutti, others.  
LPM/EPB-1254, EPA-747

(Left)

**HEARTBREAK HOTEL**  
Special 45 EP album of  
exciting Presley hits!  
EPA-821

Recorded in Brilliant New Orthophonic  
High Fidelity Sound

RCA VICTOR



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- ★ BUDDY MORENO

If you have talent—can carry a tune—a few minutes a day can start you on a happy career!

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## CAN YOU FIND IT IN YOUR HEART?

AL STILLMAN ROBERT ALLEN

Can you find it in your heart  
To forgive me?  
I was thoughtless,  
Heaven knows I acted badly  
But the love that once I gave to you so  
gladly  
Can you find it in your heart?  
Can't we make another start?  
Please forgive me  
I'm repentant and your arms alone  
Can save me  
So if carelessly I lost the love you gave  
me

Can you find it in your heart?  
Day and night I want your eyes  
To see my eyes,  
I want your lips to touch my lips,  
I want your love to be my love  
Forevermore and never, never more to  
part  
Must you tell me that it's over  
Think it over  
Though I once betrayed your love  
Forgive the treason  
And my darling if your mind can't find  
a reason  
Can you find it in your heart?

## WALK HAND IN HAND

JOHNNY COWELL

Walk hand in hand with be  
Through all eternity.  
Have faith, believe in me,  
Give me your hand.  
Love is a symphony of perfect harmony.  
When lovers such as we  
Walk hand in hand.  
Be not afraid,  
For I am with you all the while.  
So lift your head up high  
And look toward the sky!  
Walk hand in hand with me,  
God is our destiny,  
No greater love could be,  
Walk hand in hand, walk with me.

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## SHANGRI-LA

JERRY LAWRENCE ROBERT E. LEE HARRY WARREN

Where you are is where you want to be,  
That's Shangri-la.  
When what you see is what you long to  
see,  
That's Shangri-la.  
When things you thought you'd touch,  
Are at your finger tips,  
And words you thought you'd never  
speak,  
Are trembling on your lips,  
When you can hear the silence in the  
sky,  
That's Shangri-la.  
And years are only moments slipping  
by,  
That's Shangri-la.  
And when you've learned that life is  
love,  
And love is ev'rywhere around  
Then you have found your Shangri-la.  
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Hi All:

The big name in popular music today is the great Elvis Presley. In the matter of several months, this down-to-earth youngster has risen from the ranks of obscurity to the top recording star, number one personality on radio, stage and television, and is currently being considered for a major Hollywood screen role! HIT PARADER Magazine has made it possible for a lucky guy or gal to meet Elvis and spend an entire day with him in our big contest (open to one and all): "Win A Date With Elvis Presley." Get busy and enter. All details are contained within these pages.

We know that many of you Julius LaRosa fans are wondering what the score'll be now that Julie boy is married. How it will affect his career? So, just for you, the inside facts on all the happenings are in this issue. However, of this you can be sure — Julie loves all his fans very much and he also loves music, so you can feel assured that he'll keep turning out those beautiful RCA Victor wax works.

The Four Lads have come up with what looks like their third million record seller in a row in "My Little Angel." Yes, indeed, they are enjoying tremendous success — success that is well deserved — for these fine boys are upstanding citizens and wonderful vocalists. They are the top singing group in the nation today. Our story on the Lads is billed, "The Story Behind The Four Lads' Success," and good reading it is!

Congratulations are in store for the Paramount moving picture company for their newest — and by far their greatest — musical flick, "The Birds And The Bees." "Birds" contains a star-studded cast headlined by Mitzi Gaynor; the new, fresh comedian of stage and television (in his first acting bit on the screen) George Gobel; and the fine, veteran performer, David Niven. "Birds And Bees" is a must for those who want great musical entertainment and some tremendous acting. We can hardly wait to catch this flick, and our advice to you is to keep those eyes and ears open so you won't miss this flick for '56.

The National Radio Fan Club section of H. P. is moving along smoothly, and those picture requests are pouring in. You folks keep 'em coming, and we'll fill each and every request. Also, be sure and stay tuned to your N.R.F.C. program each and every Friday evening for the very best in radio entertainment. Remember, it's heard over your CBS Network!

We'll see you all next month. 'Til then, keep readin', keep busy and stay happy.



**R-O-C-K**ARRETT "RUSTY" KEEFER RUTH KEEFER BILL  
HALEY

They took an "R" from an "eight-to-the-bar eighty-eighter"

"O" from the moan of a "sax" syncopater,

"C" from a "key" on a "six-string heater,"

"K" from the "kick" of a "rim-shot beater,"

That's how they made it, that's how they played it

"R-O-C-K" rock! rock! rock! rock!

I know my "A's" 'n my "B's" 'n my "C'zies,"

"P's" 'n my "Q's" 'n my "X-Y-Z-zies,"

Know how to lose all my blues, blue, blue-zies

Jump in a pair of my dancin shoe-zies,  
Date with my baby, dance with my baby,

"R-O-C-K" rock! rock! rock! rock!

Strauss discovered waltzes,

A Handy man found the "blues,"

Then Haley did a rockin' song

"Crazy man, crazy, crazy news!

Hey! "R" you a "cat?"

Hear the band?

It's a-movin', "O" more'n that,

It's "a-go-go-groovin' "

"C" what I mean?

It's a "hot-tot" action,

"K" like a kiss, it's a "cool" attraction,

Oooh! it'll get-cha, I'm gonna bet-cha

"R-O-C-K" rock! rock! rock! rock!

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**(Your Eyes Say Yes)  
MY HEART SAYS NO**

JO MICHELE ROBERT MELLIN

Your eyes say yes,

My heart says no.

Am I to go on

Wond'ring how far we'll go.

I never thought I'd ever

Feel like this.

But here am I all wrapped up

In your kiss with such bliss.

Have we a chance with our romance,

Darling I guess it's in the lap

Of the gods,

Shall I give in and say I love you so,

Your eyes say yes,

And yet my heart says no.

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**WALK FAST**

FRANCES RICHARDS LEONARD SCHULMAN

Walk fast he's coming this way

Just hold your head high

Walk fast hang onto your heart

And walk right by

Don't let him see that you feel the same

Pretend to smile

It's part of the game!

Walk fast oh, don't play your cards

All over again

You know he can't love you now

As he did then

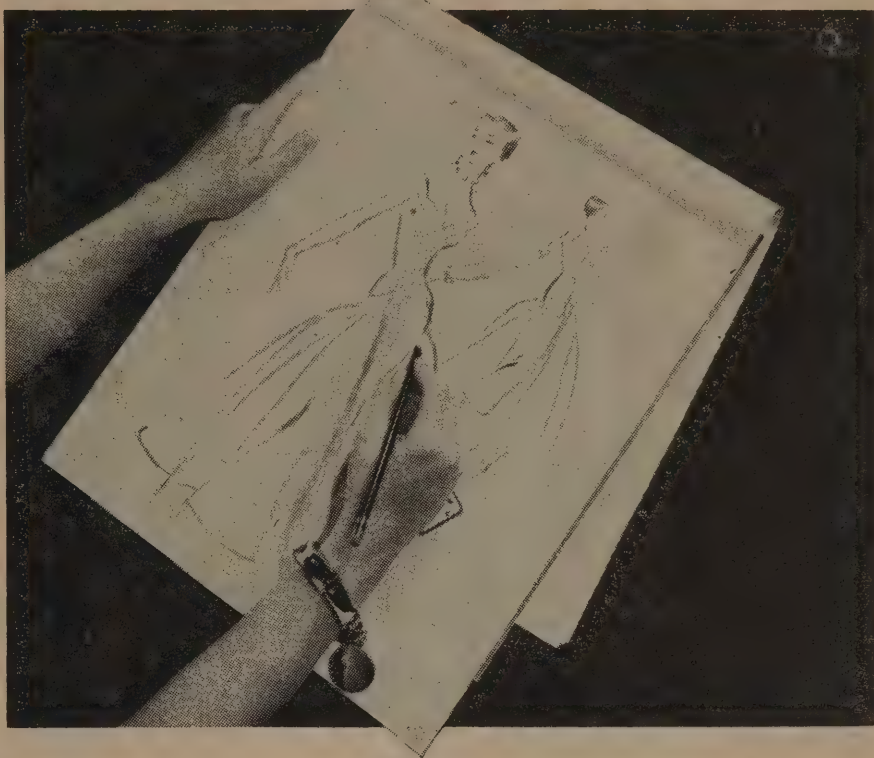
There's someone new

His love's not for you

So forget him

He's the past walk fast!

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# WIN A DATE WITH ELVIS PRESLEY



Guys and gals, here it is, the once-in-a-lifetime opportunity — the chance to spend a day with dynamic Elvis Presley! For you gals a chance to date this "boy wonder." You'll spend a full day with Elvis, go to the recording studios, dine and dance with him. For the guys, an opportunity to get a few tips on Elvis' musical magic, plus the dining and studio date. Naturally, all the expenses will be taken care of. You can bring along a chaperon — either your mother, father or any one member of your family.

The first prize is a date with Elvis Presley — a free trip to New York for two, the second through tenth place winners will be sent an album recorded by Elvis. The eleventh through twenty-fifth prize winners will be sent an Elvis Presley RCA Victor disk. It's going to be a great contest, so everybody get busy and enter.

## READ THESE RULES CAREFULLY

1. Write, in 100 words or less, "Why I Want To Meet Elvis Presley" and mail to: ELVIS PRESLEY CONTEST, HIT PARADER, DERBY, CONN.

2. All entries must be postmarked no later than midnight, June 30, 1956. Winners will be announced in the September issue of HIT PARADER, on sale at all newsstands July 12, 1956.

3. The judges of the contest are Elvis Presley, Tom Parker (Elvis' personal manager) and Norman Silver (Editor of HIT PARADER). The decision of the judges will be final. In case of ties, duplicate prizes will be awarded.

4. This contest is open to everyone except employees of the publishers of this magazine, employees of RCA Victor Records or members of their families.

★ ★ ★

By the way, Elvis' manager would like to have fan clubs started on Elvis' behalf. So, all you guys and gals, if you'd like to join and find out even more inside news on this sensational performer, be sure to fill in the coupon and mail it with your contest entry.

## ELVIS PRESLEY FAN CLUB

### HIT PARADER

### DERBY, CONN.

I want to become a member of Elvis Presley's Fan Club.

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Address .....

City ..... State .....

be sure to fill in the coupon



## LITTLE GIRL OF MINE

GEORGE GOLDNER HERBERT COX

Oh, little girl of mine,  
 Gee, you sure look fine.  
 Yes, you appeal to me,  
 I'll never set you free.  
 Be my lovin' baby, 'till the end of time,  
 I can't seem to get you off my mind.  
 The boys all roll their eyes,  
 As we go strolling by.  
 It's not so hard to see,  
 That they all envy me.  
 'Cause you're my lovin' baby,  
 You belong to me,  
 That's the way it was meant to be.  
 Oh, well now I know,  
 I love you so,  
 I'll never, never let you go.  
 I need your love oh so much,  
 I thrill to your touch.  
 So little girl, stay true,  
 That's all I ask of you.  
 Be mine and mine alone,  
 Don't leave your happy home.  
 For I love you baby, and I always will,  
 You're my one and only thrill for me.

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WHO'S GONNA TAKE YOU  
TO THE PROM?

ABNER SILVER ROY ALFRED

Who's gonna take you to the prom?  
 Who's gonna take you to the prom?  
 Who'll be the one to really rate?  
 Who's gonna ring the bell at eight?  
 I'd like to know the lucky so and so,  
 Who's gonna take you to the prom?  
 Who's gonna rock ya?  
 Who's gonna roll ya?  
 Who's gonna hol' ya tight?  
 Who's gonna bring ya?  
 Who's gonna fling ya?  
 Who's gonna swing ya right?  
 Who is the creature,  
 Who's gonna meetcha?  
 Who's gonna live that night?  
 Who's gonna take you to the prom?  
 Who's gonna take you to the prom?  
 Who'll be the one to really rate?  
 Who's gonna ring the bell at eight?  
 Who will it be?  
 I hope it's me,  
 Who's gonna take you to the prom?

Copyright 1956 by Bourne, Inc.

THE SONG THAT GOD  
SINGS

JERRY HOLMES

The sound of the ocean that meets with  
 the shore,  
 The tiniest ripple, the mightiest roar.  
 The faint little twirr of the bird's tiny  
 wings,  
 This is the song that God sings.  
 The rivers the valleys, the mountains  
 so tall,  
 Without God's music are nothing at all.  
 The wind in the forest,  
 The breeze passing by,  
 The thunder and lightning that light  
 up the sky.  
 The song in your heart,  
 If you love all these things,  
 Is just the song that God sings!

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• This unique method is heartily endorsed by leading educators.

• Acquire ease and skill in *conver-*  
*sation*. Learn the rules and make

your conversation brighter, more entertaining and impressive. When you have learned the magic power of words, you may find yourself becoming more popular and ascending to new heights in the business and social worlds.

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You, too, can take the first step that may better equip you for social advancement and for new helpfulness in the business world. This booklet, "Adventures in Conversation," tells you how. It's free. Just fill in the coupon and mail. Don't delay another minute. Take the step **TODAY** that may mean so much to you.

## CONVERSATION STUDIES

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## CONVERSATION STUDIES

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## I GUARANTEE LONGER-LOOKING



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Hair Stylist, Ruby Rowell

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Box 2026, Memphis, Tenn.

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☐ Send C.O.D. I will pay postman \$1.10 on delivery, plus postage and C.O.D. charges.

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## ROCK ISLAND LINE

LONNIE DONEGAN

Now this here's the story  
'Bout the Rock Island Line  
Now the Rock Island Line  
She runs down into New Orleans  
And just outside of New Orleans  
There's a big toll gate  
And all the trains that go through the  
toll gate  
Why, they gotta pay the man some  
money  
But, of course, if you've got certain  
things on board  
You're O.K. you don't have to pay the  
man nothin'  
And just now we see a train,  
She comin' down the line  
And when she come up near the toll  
gate  
The driver, he shout down to the man,  
and he say:

I got pigs I got horses I got cows I got  
sheep

I got all live stock I got all live stock  
I got all live stock

Hear the man say, "Well, you're all  
right boy,  
Just get on through you don't have to  
pay me nothin'"  
And the train go thru.  
And when he go thru the toll gate  
The train got up a little bit of steam  
And little bit of speed  
And when the driver think he safely  
on the other side  
He shout back down the line to the  
man he said,  
"I fooled you I fooled you  
I got pig iron I got pig iron, I got pig  
iron  
Now I tell you where I'm goin' boy"

Oh, the Rock Island Line  
It is a mighty good road,  
Oh, the Rock Island Line  
It is the road to ride.  
Oh, the Rock Island Line  
It is a mighty good road,  
Well, if you want to ride  
You get to ride it like you find it,  
Get your ticket at the station  
For the Rock Island Line.

I may be right, I may be wrong,  
You know you're gonna miss me when  
I'm gone  
On the Rock Island Line.

Hallelujah, I'm a-safe from sin  
The good Lord's a-comin' for to see me  
again.  
Down the Rock Island Line.

A, B, C, W, X, Y, Zee,  
Cat's in the cupboard but he don't see  
me  
On the Rock Island Line.

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## I COULD HAVE DANCED ALL NIGHT

ALAN JAY LERNER FREDERICK LOEWE

Bed! Bed! I couldn't go to bed,  
My head's too light to try to set it  
down.  
Sleep! Sleep! I couldn't sleep tonight,  
Not for all the jewels in the crown.

I could have danced all night!  
I could have danced all night!  
And still have begged for more.  
I could have spread my wings,  
And done a thousand things,  
I've never done before.  
I'll never know what made it so  
exciting,  
Why all at once my heart took flight.  
I only know when he began to dance  
with me,  
I could have danced, danced, danced,  
all night.

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## JUKE-BOX BABY

NOEL SHERMAN JOE SHERMAN

When my juke-box baby takes the  
floor,  
'Round the old juke-box in the candy  
store.  
The joint starts jumpin' 'til the roof  
comes tumblin' down.  
Juke-box baby, you're the swingin'est  
doll in town.

Juke-box baby put a nickel in for  
"Maybelline,"  
Juke-box baby drop another one for  
"Seventeen."  
Juke-box baby whisper to your  
"Daddy-o,"  
Three little love words! "Ko ko mo!"

How ya gonna get your homework  
done,  
When ya keep that juke-box on the  
run?  
You don't dig Latin like you dig that  
crazy sound.  
Juke-box baby, you're the swingin'est  
doll in town.

Juke-box baby "I hear you knockin',"  
Juke-box baby keep the coin box  
hoppin',  
Juke-box baby tell me "Sincerely,"  
That you ain't forgettin' ol' "Tina  
Marie."

All your lunch time money goes down  
the slot,  
You could live on air if the music's  
hot;  
You just ain't quittin' 'til you rock  
that clock around,  
Juke-box baby, you're the swingin'est  
doll in town.  
"See You Later, Alligator,"  
Hey wing-a-ding-a! What a "Dungaree  
Doll" I found!  
Juke-box baby, juke-box baby,  
You're the swingin'est, dingin'est,  
swingin'est doll in town!

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## DELILAH JONES

SYLVIA FINE ELMER BERNSTEIN

Delilah was a high flyin' flutie.  
 Delilah needed seventeen phones.  
 Don't dial her, there isn't any more  
 Delilah,  
 Delilah Jones, Delilah Jones, Delilah  
 Jones,  
 Her story is sad, her ending was bad,  
 Delilah Jones

Delilah, Delilah,  
 She let a no good guy beguile her.  
 Delilah, weep for Delilah,  
 The devil got a lease on her bones.

Just a trumpet playing bum from  
 Biloxie.  
 Delilah nicely gives him the frost.  
 Till Sammy, he blew those crazy notes,  
 And whammy, Delilah's lost, Delilah's  
 lost,  
 Delilah's lost.  
 That fiery doll turned into a moll,  
 That he double-crossed.

Delilah, Delilah,  
 She let a no good guy beguile her.  
 Delilah, weep for Delilah.  
 Delilah was completely lost.

Big Sam, he hocked her car and  
 chauffeur,  
 He stripped her of her sparklin' stones.  
 Then junked her when all the dough  
 was gone,  
 And dumped her, Delilah Jones,  
 Delilah Jones, Delilah Jones,  
 She filled him with lead until he was  
 dead  
 And out of her bones.

Delilah, Delilah,  
 She let a no good guy beguile her.  
 Delilah, weep for Delilah,  
 From gallows number two,  
 She got her final view, Delilah,  
 Delilah Jones.

Copyright 1956 by Dena Music Inc.

## MR. WONDERFUL

JERRY BOCK LARRY HOLOFCENER GEORGE WEISS

Why this feeling, why this glow?  
 Why the thrill when you say "hello?"  
 It's a strange and tender magic you do;  
 Mister Wonderful, that's you!  
 Why this trembling when you speak?  
 Why this joy when you touch my  
 cheek?  
 I must tell you what my heart knows  
 is true:  
 Mister Wonderful that's you!  
 And why this longing to know your  
 charms,  
 To spend forever here in your arms!  
 Oh! there's much more I could say,  
 But the words keep slipping away,  
 And I'm left with only one point of  
 view:

Mister Wonderful that's you!  
 One more thing, then I'm through:  
 Mister Wonderful, Mister Wonderful,  
 Mister Wonderful,  
 I love you!

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You will win up to \$100.00 if we select one of your enlargements for our advertising. Mrs. W. T. Overby, Springville, Ala. received \$100.00. Mrs. W. R. Crow, Levelland, Texas received \$10.00. Wilma Grubbs, Bluff City, Tenn. received \$10.00. Every snapshot sent in is eligible to win a prize.

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## THE STORY BEHIND



## THEIR SUCCESS

## THE FOUR LADS

The road to the top in any field is usually hard, long and beset with obstacles of all kinds. It takes people with great determination, a will to succeed and a dauntless spirit to make the grade. No four lads that we know of have made this long, tough trip with greater success than — The Four Lads. They're still stunned by the wild applause of appreciative audiences offering claps and whistles of enthusiasm to their performances, but the boys accept the tribute gratefully.

When the Four Lads decided to leave the confines and comfort of home and embark on a career that was to lead them from Canada to the U. S., there was, unfortunately, no wild cheering audience to help them on their way. Instead there was nothing facing them except hard work. Many a night the four boys had to survive on their strong wills and good nature.

But, armed with the conviction that their choir training had brought out the necessary talent for eventual success, the boys set forth.

Frank Busseri, Bernie Toorish, Connie Codarini and Jimmy Arnold started singing in local Toronto clubs and hotels. Then came a coast-to-coast stint with the Canadian Cavalcade MC'd by Edward Glover.

The group's first real break came when they went back stage to visit the Golden Gate quartet. "Pop" Wilson, who sings bass with the group and also serves as their manager, asked them to give him a sample of their wares. After

a few bars, he was satisfied that these boys "had it." A few calls to New York brought results.

The Four Lads headed for New York, an audition — and they were soon on their way. Columbia Records signed them up but did not at first use their solo talents. The Four Lads were the voices that blended so well behind the Johnnie Ray record sensation, "Cry" and "The Little White Cloud That Cried." The big wigs were so impressed that "single sides" by the four were soon issued. The Columbia execs never regretted that move. Check the Lads' list of million sellers, "Moments To Remember" and "No Not Much." Watch their latest, "My Little Angel," backed with "Standing On The Corner." It wouldn't surprise us if they, too, were million sellers.

The reasons they're such big smashes and still only lads (four of them) we've tried to impress upon you. With their gifts for singing, it isn't at all unusual that they hit the top in such order. However, the fact that they seem to improve with each new side is something a little different. Often, when a star makes the big time — and starts earning big money — he has a tendency to relax. A group might feel that they've worked hard to get to the top and earned the right to sort of glide along for awhile. This is not the case with the Four Lads. They've worked hard to reach their present high-ranking status — but they're working harder yet to turn out performances worthy of their fans' faith and loyalty.

## JOEY, JOEY, JOEY

FRANK LOESSER

Like a perfumed woman,  
The wind blows in the bunk house.  
Like a perfumed woman,  
Smellin' of where she's been.  
Smellin' of Oregon cherries,  
Or maybe Tex's avocado,  
Or maybe Arizona sugar beet,  
The wind blows in.  
And she sings to me,  
'Cause I'm one of her ramblin' kin.  
She sings, Joey, Joey, Joey, Joey, Joey,  
Joe.

You've been too long in one place,  
And it's time to go,  
Time to go!  
Joey, Joey, Joey, Joey, travel on,  
You've been too long in one town.  
And the harvest time's come and gone.  
That's what the wind sings to me,  
When the bunk I've been bunkin' in,  
Gets to feelin' too soft and cozy.  
When the grub they've been cookin' me,

Gets to tastin' too good.  
When I've seen all I want of the ladies  
in the neighborhood,  
She sings, Joey, Joey, Joey, Joey, Joey,  
Joe.

You've been too long in one place,  
And it's time to go,  
Time to go!

Joey, Joey, Joe!

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## THEME FROM "ALEXANDER THE GREAT"

RHODA ROBERTS KENNY JACOBSON MARIO NACIMBENE

The world is mine to have and hold,  
My love, the treasures that I found —  
mean more than gold.

The world is mine,  
My search is through,  
My hungry soul was filled with love  
when I found you.

I fell in love,  
And now I'm wise.  
I found the world within your eyes.  
No matter what the fates design,  
Our love is greater than the stars,  
The world is mine.

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## LOVELY ONE

FRED WEISMANTEL

Lovely one, my angel love, my pretty one,

For me you are the only one,  
I was sure from the start;

Lovely one, my little sweet adoring one,

Your smile is like the noon day sun,  
Reaching into my heart.  
Come stand here on tip toe  
And give me a kiss,  
Heaven surrounds me at moments like this.

Lovely one, I'm envied by most ev'ryone,

But luckier than anyone,  
Loving someone like you.

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# National Radio Fan Club

TIME: FRIDAY NIGHTS  
PLACE: NBC RADIO



Welcome again to the HIT PARADER meeting of your National Radio Fan Club. We have all kinds of news to report to you, but before we get on with our report we want to remind you to send in for the big free picture offer that HIT PARADER and the NRFC is sending your way. If you would like to receive four post-card size pictures of Tony Bennett, Pat Boone, Patti Page and Georgia Gibbs, all you have to do to get these pictures is fill out the coupon found on this page and enclose a STAMPED, SELF-ADDRESSED envelope to the address shown on the coupon.

The big NRFC news is that the week-end of May 18-19 is going to be a big one for NRFC members. On Friday night, the 18th, the NRFC show will be broadcast directly from the Palisades



JOHNNY ANDREWS

Amusement Park, in New Jersey. Lots of great talent lined up for this show and everybody is invited to attend. Of course, if you live in California, it's going to be impossible to be there in person, but as usual, you can join in the fun by listening to your favorite NBC station at 8:00 p.m. EST. It should be a great evening, so if you are in the vicinity, stop over and see the show.

Saturday, May 19, is Johnny Andrews' Day at Palisades Park. The genial host of your NRFC is being honored at a special day just for him. The day will be capped off with a giant show starting at 4:00 p.m. and lasting for several hours — two big bands, a host of stars and grand entertainment. If you would like tickets for this show, just drop a letter or card to Johnny Andrews Day, % Palisades Amusement Park, Palisade, N. J. Tell them how many tickets you would like and they will send them to you. Don't forget to bring your autograph books.

Well, kids, that about does it for NRFC news for this month. Remember the offer for the free pictures, so get that self-addressed STAMPED envelope off. Until next month — so long.

To join the NRFC please fill in the application and send to NRFC, Box 515, (Radio City Station), New York 19, N. Y. If possible enclose a small photo of yourself. Photos will not be returned.



Lana Greenberg &amp; Pat Boone



Melody Dunean &amp; Liberace



Johnny Ray &amp; Elaine Feldstein



Patty Messenger &amp; Julius LaRosa

Send to:

NRFC, Box 515

New York 19, N. Y.

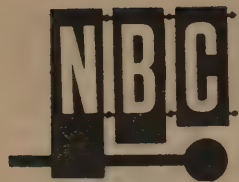
Please register me in the National Radio Fan Club in the name of:

(Artist's Name)

My name is

My address is





# INITIATIONAL

## Crew Cuts F. C.



"I recently joined a Crew Cuts fan club and was made publicity manager of the club. So if there are any of you Crew Cuts fans who would like to join our club, just drop me a line and I'll answer immediately," writes **MARCIA CUMMINGS**, of 107 Winterrath Street, Rochester 9, New York.

## Dom Frontiere F. C.



"Come on, all you music lovin' guys and gals, and get behind the greatest music maker of them all, handsome Dom Frontiere. We are now accepting more members, so write me and I'll clue you in how you can join," writes **ERISEBE GASPARD** of 124 Ferman Street, Westwego, Louisiana.

## Gordon MacRae F. C.



The great star of movies and records, Gordon MacRae, can be seen at his best in the new flick, "Carousel." You can join Gordon's new fan club by writing **JUDY BAIRD**, National President, 635 West 35th Street, Los Angeles 7, California, who'll send you all the necessary information.

## Hilltoppers F. C.

"I would deem it a great honor and a privilege if you would see fit to accept me as a member in the NRFC. I would like to join in the name of the great Hilltoppers. I think they are the 'most'," writes **ANNE LIESE GRIMM**, 16 Main, Rathenaustasse 28, Germany.



## Pat Boone F. C.

"Please advertise my Pat Boone fan club in your NRFC section of the HIT PARADER Magazine. I am definitely a registered member in good standing in the National Radio Fan Club. I would appreciate any help at all," writes **MARIAN KALTENBACH**, 1823 Allendale Avenue, Cleveland 12, Ohio.



## Don Cherry F. C.

"I have recently started a Don Cherry Fan Club and I would really appreciate hearing from all you fans of Don who would like to join a fast growing club. Any and all prospective members are cordially invited to drop me a line," writes **GERALD DORRIS**, 112 West 16th Street, Caruthersville, Missouri.



## Al Hibbler F. C.



"I would like to enroll in the National Radio Fan Club in the name of wonderful Al Hibbler. I believe he is without any doubt the finest popular music vocalist on the scene today. His records are always best sellers," writes **WOODROW TAYLOR**, 163 Hancock Avenue, Jersey City, New Jersey.

## Jane Froman F. C.



"I would like to enroll our Jane Froman fan club, 'The Fromanettes,' in the wonderful National Radio Fan Club. Our club was organized just about three years ago and we're going great guns," writes **DEENA HIRSHMAN**, 2020 Arthur Avenue, New York 57, New York.

## Guy Mitchell F. C.



"I am starting a fan club for Guy Mitchell and I would like as many new members as would be possible to get. If any of you guys and gals would like to join my club, just drop me a line and I'll send you information on how you can join," writes **RICHARD GARZ**, 611 West 141st Street, New York 31, New York.

## Chuckles F. C.

"I would like you to enroll my Three Chuckles Fan Club in the National Radio Fan Club. So let's hear from all you Chuckles fans real soon. If you'd like to join, just drop me a line and I'll answer immediately," writes **EMILIE GIGANTE**, 166-10 Metcalf Avenue, Flushing 65, New York.



## Marc Fredricks F. C.

"If any of you guys and gals would like to join a fan club for a great, new recording star named Marc Fredericks, you can do so by dropping me a line. I'll send you all the details on how to join," writes **BRENDA WHITE**, 1416 Potomac Avenue, Hagerstown, Maryland.



## Larry Grayson F. C.

"Please register me in the National Radio Fan Club in the name of Larry Grayson. Larry is a great guy with a great voice. So, any of you guys and dolls would like to join our new club, just drop us a line and you'll get an immediate answer," writes **KAREN COTTER**, 104 Smith Street, Mt. Clemens, Michigan.





# RADIO FAN CLUB

## Johnnie Ray F. C.



"I would deem it a great honor and a privilege to be accepted as a member of the wonderful National Radio Fan Club in the name of the one and only Johnnie Ray. Johnnie has long been my favorite male singer. Thanks for your time," writes STEPHANIE YOUNG, 74 Pierce Street, North Sydney, Canada.

## Dean Martin F. C.



"I loved the way Dean Martin sang the beautiful song 'Memories Are Made Of This', and I've decided to start a fan club for him. Naturally, I'll need many new members, so come on all you Martin fans," writes EUGENE SOMERS of Connell, Washington. Give him some help, folks, and join now!

## Boyd Bennett F. C.



"If anyone would like to join our swingin' fan club for Boyd Bennett please send a self-addressed envelope to me, JANIE HODGES, 1501 Western Drive, Indianapolis 21, Indiana, and I will send you information immediately on how you can become a member."

## McGuire Sisters F. C.

"I have just started a fan club for the three very lovely McGuire Sisters. Anyone who would like to join, please send a self-addressed stamped envelope and I'll answer in detail. The sooner the better, 'cause our club is really growin'," writes PEGGY YALE, 28 Amber Lane, Wilkes-Barre, Pa.



## Fontane Sisters F. C.

"I am president of the National Fontane Sisters Fan Club, and we would be happy to have as members of the club any of you readers who might be interested in joining. Hope to hear from you all very soon," writes MARGARET STALEY, 2651-A, N. 34 Street, Milwaukee 10, Wisconsin.



## Joni James F. C.

"As president of the 'Jonitones,' a fast-moving Joni James fan club, I have enrolled all of my members in the NRFC. We all work hard for Joni because we believe she's the greatest by far," writes JO ANN ADIMARI, 4 Arlington St., Westerly, Rhode Island.



## Four Coins F. C.



"I would deeply appreciate any mention you might make of our fan club for the magnificent Four Coins. We would also like to have as many new members as would like to join," this note comes from LINDA SMITH of 3112 Charles Street in Trenton, Michigan.

## Pat Boone F. C.



"I am starting a fan club for the terrific young singer, Pat Boone. I would welcome any new members since I feel, as Pat does, that a fan club means so much to a singer. So come on, gang, and join Pat's fan club now," writes HELEN THOMPSON, Street, Maryland.

## Patti Page F. C.



"I would very much like to join the National Radio Fan Club in the name of the 'Singing Rage' — Miss Patti Page. I would like to correspond with other people who are Patti Page fans. Thank you all very much," writes MARY LEE CLIPPER, Box 222, Cottonport, Louisiana.

## Bill Lawrence F. C.

"Please announce my club for Bill Lawrence, of which I am president. We need many more members, and I offer free membership to all who would like to join — a great bargain indeed," writes HOWARD KRITIKOS, 2201 Walnut Street, McKeesport, Pennsylvania.



## Crew Cuts F. C.

"My name is VALERIE McGEE, and I live at 27 Scabaro Beach Boulevard, Toronto 8, Ontario, Canada, and I would like many new members for our recently organized Crew Cuts Fan Club. The boys hail from Toronto, and we're all quite proud of that, too."



## Sal Febbraio F. C.

"I am the president of the Sal Febbraio Fan Club. Sal is an accordionist and song writer whose tunes are now being published. If anyone would like to join write to me — MARIE TANGA, 165 Webster Avenue, New Rochelle, New York and I'll answer immediately."







## National Radio Fan Club News



Elvis Presley out for a bit of some well deserved relaxation via water sports.



Al Hibbler, the Decca Records star, pours forth his renditions of "He," "Unchained Melody" and his current clicker, "The Eleventh Hour Melody," to the delight of fans.



Art Mooney, of MGM Records, slips disc on recorder and "ears" the beat.



These popular rock 'n' rollers, the Crew Cuts, may be looking upward for "Angels In The Sky" — or could be they've donned their Wat-A-Kotes for a sudden shower.



Handsome Bobby Scott (R), the nineteen-year-old ABC-Paramount recording whiz, wails his hot platter, "I Had A Lover" and "I Don't Have To Worry."

ENCLOSE A SELF-ADDRESSED ENVELOPE WITH THREE-CENT STAMP TO: HIT PARADER PICS, DERBY, CONN., AND GET PICTURES OF PAT BOONE, GEORGIA GIBBS, TONY BENNETT AND PATTI PAGE.

Name .....

Address .....

City .....

State .....

Age .....



WITHOUT YOU

HAL HACKADY    MASCHERONI

There'll never be a love for me without you.

The dreams I dream all seem to be about you.

My lips would never miss a kiss that's not your kiss;

My heart would never let me be untrue.

My arms are empty arms unless they hold you.

My eyes could tell no other what they've told you.

This world you made for me would crumble suddenly,

If I should ever be without you.

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IF YOU WANNA SEE  
MAMIE TONIGHT

PAUL FRANCIS WEBSTER    SAMMY FAIN

If you dance with Mamie,  
Take a chance with Mamie,  
The chances are you'll find romance with Mamie.

There are no stars in the skies,  
For the stars are all in Mamie's eyes.  
Any lad for Mamie would go mad for Mamie,  
And give up all he ever had for Mamie.

Fellas why try to resist  
Ought to hire a psychiatrist.  
Oh, the glow that lights the skies up,  
The lines of traffic that she ties up,  
When she rolls those big brown eyes up,  
Oh, happy, happy day.  
Willows weep for Mamie,  
Lovers leap for Mamie,  
Van Winkle woke up from his sleep for Mamie,

Line starts to form on the right,  
If you wanna see Mamie tonight.

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THE OLD PROFESSOR

TOM GLAZER    LESTER LEE

Where gentle ivy climbs the wall by a college hall,  
There he lives in dreams,  
The old professor.  
He hears a voice within the breeze,  
Weaving memories of a faded love,  
The old professor.  
As ev'ry girl and boy pass by,  
He knows the meaning of each sigh.  
His wise old eyes look on and they understand,  
Whenever love affairs break up,  
He helps each boy and girl make up,  
They always come to him for a helping hand,  
The sweethearts thank him and they go,  
But little do they know,  
Of his broken heart,  
The old professor.  
And when the sun sets in the sky,  
He rises with a sigh,  
Bids his dreams goodbye,  
The old professor.

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REDUCE

why be

FAT!

CHew IMPROVED FORMULA CHEWING GUM

REDUCE

UP TO

5 lbs. A WEEK

WITH DR. PHILLIPS PLAN

Amazing New Easy Way Quickly Takes Off Pounds and Inches Faster Than You Ever Dreamed Possible!

If you are fat, overweight and embarrassed when you undress because of too many bulges—mail the coupon for KELPIDINE TODAY! KELPIDINE plan can quickly take off 10 to 20 lbs. of excess fat so fast it will amaze you. KELPIDINE chewing gum is a wonder of medical science... entirely safe, not a harmful drug. Instead, a delicious pleasantly flavored good tasting chewing gum plus an essential mineral needed in the body. You lose weight most where you have excess fat stored!

START LOSING WEIGHT

IN 24 HOURS

Amazing new Dr. Phillips KELPIDINE REDUCING PLAN takes off weight safely and fast! It's the best way known to medical science! Send for Dr. Phillips reducing Plan today!

If you are tired of being fat, missing out on the fun and good times—try KELPIDINE NOW! Almost like magic, fat, pudgy figures slim down to a beautiful "new look" that wins popularity—DON'T BE FAT—Send for KELPIDINE today! Reduce to a slimmer more graceful figure the way Dr. Phillips recommends—without starving—without missing a single meal! Here for you now—a scientific way which guarantees you can lose as much weight as you wish—or you pay nothing! No Drugs, no starvation, no exercises or laxatives. The amazing thing is that it is so easy to follow, simple and safe to lose those ugly, fatty bulges. Each and every week you lose pounds safely until you reach the weight that most becomes you. Now at last you have the doctor's new modern way to reduce—to acquire that dreamed about silhouette, an improved slimmer, exciting more graceful figure. Simply chew delicious improved formula Dr. Phillips KELPIDINE CHEWING GUM and follow Dr. Phillips Plan. Enjoy chewing this delicious gum and reduce with Dr. Phillips Plan. Try it for days then step on the scale. You'll hardly believe your eyes. Good for men too!

MONEY-BACK GUARANTEE

10-DAY FREE TRIAL!

MAIL THE COUPON NOW! TEST THE AMAZING DR. PHILLIPS KELPIDINE CHEWING GUM REDUCING PLAN for 10 days at our expense. If after 10 days your friends, your mirror and your scale do not tell you that you have lost weight and look slimmer you pay nothing, just return empty package for refund!



MAIL THIS NO RISK COUPON TODAY!

AMERICAN HEALTHAIDS CO., Dept. CH-944

318 Market Street

Newark, New Jersey

SEND LARGE ECONOMY PACKAGE OF KELPIDINE CHEWING GUM. I ENCLOSE \$2.98 on guarantee. I must be delighted with first package or money back when I return the empty package.

☐ Check here if you want 3 for \$6 (save \$3)

Name.....

Address.....

City.....State.....

LOSE WEIGHT OR NO CHARGE

8 TOP RECORD HITS \$1

ONLY 12½¢ a SONG

You get the 8 top numbers on Today's Record Hit Parade

Why pay 89¢ for top hit records? Get America's most popular song hits—full-length, uncut versions by Hollywood artists, on 45 RPM hi-fidelity records. Rushed direct from Hollywood to you by mail. Every month you get the nation's top 8 Hit Parade leaders, mailed prepaid or C.O.D., whichever you prefer. You can cancel anytime—also get big name, famous brand records at big savings. **Select Plan You Prefer - Mail Coupon Now!**

RAPID RECORD SERVICE, DEPT. H-2

6514 Selma Ave., Hollywood 28, California

Send me the 8 Top Hit Songs, on 45 RPM records, each 1 month, until I cancel, on plan checked below:

☐ I enclose \$1 for 1st month (send COD ea. month thereafter)

☐ Here's \$5 to prepay my subscription 5 months in advance.

☐ Ship COD. I'll pay postman \$1, plus 48¢ postage.

Name.....

PLEASE PRINT PLAINLY Address.....

City & Zone.....State.....

For Gifts — give \$5 subscriptions to friends





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—because you lack a  
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• You can qualify for an American School Diploma in spare time at home! If you have left school, write or mail coupon for FREE booklet that tells how. No obligation of any kind.

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AMERICAN SCHOOL, Dept. HB-81  
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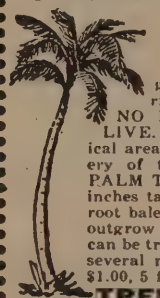
Please send FREE High School booklet.

Name.....

Address.....

City & State.....  
Complete Canadian Courses available. Write American  
School, Dept. HB-81, 1610 Sherbrooke St. W., Montreal

## PALM TREES 59¢



from the Sunny South  
Enjoy a touch of summer  
all year-round. For the  
first time, you can actually  
grow live PALM TREES  
right in your own home—

NO MATTER WHERE YOU  
LIVE. Raised and Grown in tropical  
areas, we guarantee live delivery  
of these fully rooted foliage  
PALM TREES that are already 12  
inches tall—when potted. Each tree  
root baled in moss. When the trees  
outgrow their indoor potting, they  
can be transplanted outdoors. Order  
several now. Only 59¢ each, 2 for  
\$1.00, 5 for \$2.00. Sorry, no COD's.

**TREES UNLIMITED**  
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## 25 WALLET SIZE PORTRAITS

\$1. POST  
PAID



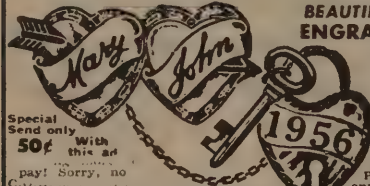
Send \$1.00 with each graduation  
portrait, favorite snapshot or negative  
for 25 — 2½ x 3½ inch wallet  
photos. Made on double weight silk  
finish portrait paper. Original returned  
Money back guarantee — \$0 for \$2.00  
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Dept. 2 Green Bay Wis.

SINCE 1933

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Gold Plated  
BEAUTIFULLY  
ENGRAVED  
FREE



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Send only  
50¢ With  
this ad  
and we'll  
pay! Sorry, no  
C.O.D.'s

delighted when you receive your pin.  
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487 BROADWAY, Dept. P-099 NEW YORK 13, N. Y.

With  
your  
name  
and  
his on  
Hearts  
Pin, and  
any name,  
Year or date  
on Lock Pin.

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BIG \$1.50 VALUE! List of Birthdays,  
plus List of home addresses, popular  
stars, both FREE with 480 beautiful,  
GLOSSY, wallet-size photos of Movie,  
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SAVE MONEY—Shop by Mail! FREE cata-  
log pictures hundreds of exclusive ma-  
ternity fashions. World's Largest, Complete  
Selection, Dresses, Suits, Mix & Match Se-  
parates, Sportswear, Girdles, Lingerie, \$2.98  
to \$22.98. Catalog mailed in plain envelope.

CRAWFORD'S

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# A PARAMOUNT PICTURE

Paramount  
Presents

**GEORGE GOBEL  
MITZI GAYNOR  
DAVID NIVEN**

IN  
**'the birds and the bees'**



# "THE BIRDS and the BEES"

Did you ever take time out to glance over the lyrics of some of the current hit tunes, especially the novelty bits? Well, betcha if you do you'll get plenty of "word" ideas yourself — and it sure can be lots of fun writing parodies to already published tunes. By the way, a parody is another set of words (your own) set to the music of an already popular song.

Take, for instance, the line "for me and my gal." You may re-write the line to read "for Pete and his pal" — using any one of a million ideas. Of course, the thing to look out for in writing parodies is that you match your writing, syllable and accent-wise.

Now let's explain that. Your own words have to have exactly the same amount of syllables as the original, and at the same time the accents have to match. If, in the original, there is a word such as "larger" (with the accent on the first syllable), you can't substitute a word like untrue (with accent on the second syllable). If you do misplace syllables or accents you'll find your words won't flow with the melody.

Why not spend some joyful hours doing some parody work? Our suggestion for a good tune to start on is "The Birds And The Bees." The ditty is now out on the RCA Victor label, featuring comic George Gobel — and

it's a natural for writing parodies. "The Birds And The Bees" is from the new Paramount picture of the same name. Both the picture and the song are sure-shot winners on today's show biz 'scepe.

Get with it, gang. Perhaps you'll come up with a flare for writing and decide your future lies in the field of popular music. At the very least, we're sure you'll have a great deal of fun. Be sure not to miss Paramount's "The Birds And The Bees" — and make sure you get to hear George Gobel doing the vocal for the RCA Victor people.

★ ★ ★

News was just brought to our desk that another favorite crooner has also recorded the sensational "Birds And The Bees" ditty. Who? — Why, it's none other than the handsome Coral recording star Alan Dale. Alan lends his easy-going vocal technique to this new tune, and the results are delightful to behold. He adds a bit of a humorous flavor — and "whamo" — a hit! So, it would seem that "The Birds" will be a hit, not only on the Paramount motion picture screen but also on the nation's turntables. Get out and see the wonderful movie and also take a choice on which platter (George's or Alan's) you would like to purchase.

## PARODIES

When a boy like George  
Meets a girl like Mitz  
In the show we chose  
As a hit of hits  
You're the Gaynor, chum,  
When it meets your eyes  
It's right in line  
To win the Gobel prize  
And the same things happened to "The  
Birds and the Bees" etc.

Dungaree dolls love their rock-and-roll  
Eddie Fisher loves his Coca-Cola.  
Song writers love their moons and  
Junes  
Disc jockeys love The Ten Top Tunes!  
And the same thing happens with the  
birds and the bees, etc.

Oh, when Adam met  
Up with Lady Eve  
And that snake took  
An apple from his sleeve  
They learned about life  
Lost their warm abode  
And started us out  
On this long, long road  
And the same things happened to "The  
Birds and the Bees" etc.

Put a name like Ike — or like Adlai  
On the voting machines — some  
November day.  
Republican boys and girls get chatty —  
Then, wham! They feel so democratty!  
And the same thing happens with the  
birds and the bees, etc.

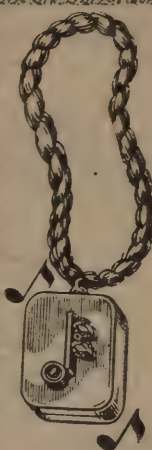


Left to Right: George Gobel, Mitz Gaynor and David Niven.

## Music Box Bracelet

A million-dollar gift couldn't make her happier than this entirely different and delightful masterpiece of DE LUXE costume jewelry! Sold in the swankiest New York shops for \$16.50, we offer precisely the same feminine charmer for a mere \$9.95! LIMITED SUPPLY!

Rush your Mail order immediately. Here's the tiniest Swiss music box movement in the world, precision built like a fine watch... encased in its handsome, gold-tone case, adorned with colorful notes or the perky poodle. Choose from 4 tunes: Anniversary Waltz, Let Me Call You Sweetheart, Stardust or I Love You Truly! Air mail check, money order for \$9.95 today! Refund if not completely satisfied.



\$9.95  
postpaid

WILLARD CO., Dept. 419

3459 W. Sixth St., Los Angeles 5, Cal.  
Mail Orders Shipped in 24 Hours



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Photo of Your Favorite  
**MOVIE STAR**

Big Bargain!... NOT small poster size, but LARGER, ACTUAL PORTRAIT. Also FREE! Beautiful Colorful, FREE! Many additional pictures of popular stars on cover. FREE! Tell how to get HOME ADDRESSES, BIRTHDAYS, and PHOTOS of STARS HOMES. Send only 15¢ for handling (3 photos for 25¢). Rush to:  
HOLLYWOOD FILM STAR CENTER  
Box 2309, Dept. 1-7, Hollywood 28, Cal.

## BEAUTIFUL NEW NAILS

can be yours in 6 minutes

An Easy to Apply Professional Kit. Enough for 50 Nails. Not a Polish or a 'false' NO ONE WILL KNOW THEY ARE NOT YOUR OWN FINGERNAILS. Brushes on like Nail Polish. The finest Kit ever offered: ONLY \$1.50. Builds nails to the length and shape you desire. Grows out NATURALLY with your own nail. Can be cut, filed and polished. Completely safe and practical.

These New Nails can't break or tear. Ideal to prevent Nail-Biting. Replaces Broken Nail with permanent one in minutes. Easy to use. 3-Steps. Complete Instructions. Nail Forms and Applicators. Exact Formula sold in Dept. Stores for \$5.50; As a 10 Nail Salon Treatment for \$16.50. NOW! "BEAUTI-NAIL" Kit (50 Nails, Year's Supply) Only \$1.50 Postpaid (tax incl.).

Order Today, Direct From (No C.O.D.s, Please)  
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FULL  
MONEY BACK  
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Try "Beauti-Nail" in your nearest beauty shop. Must be 18 or over. Not for sale in some states.

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Hollywood Studio Band plays your accompaniment on records. Popular Songs. Home Study Course teaches you band singing for Night Clubs, T.V. and Motion Pictures. Write today for FREE information. FIDELITY STUDIO, Dept. A-12, Box 546, Hollywood 28, California



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You can learn practical nursing at home in spare time. Course endorsed by physicians. Thousands of graduates. 67th yr. One graduate has charge of 10-bed hospital. Another saved \$400 while learning. Equipment included. Men, women 18 to 60. High school not required. Easy tuition payments. Trial plan. Write today. CHICAGO SCHOOL OF NURSING  
Dept. 447, 25 East Jackson Blvd., Chicago 4, Ill.  
Please send free booklet and 16 sample lesson pages.

Name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Age \_\_\_\_\_



# DISC JOCKEY PLATTER PATTERN



**MAURICE JACKSON**  
WVKO — Columbus, Ohio

"Jackson's Beat," with disc jockey Maurice Jackson at the microphone, is broadcast Monday through Saturday from 6:00 a.m. until 12:00 noon, and is going into his fifth consecutive year with this same show on WVKO, Columbus, Ohio.

This program features music, with news every half-hour. Club news, public service promotions, interviews and weather are featured by Jackson at frequent intervals. He spins listenable favorites, be they old or new, directed to the housewife and the vast out-of-home audience. Novelties, pops, jazz and standards are all included.

Once a week, in cooperation with record companies, Jackson features advance record releases for audience reaction on a segment he calls "Make It Or Break It." The results are immediately forwarded to the respective companies. Daily at 11:30 a.m. music for children is featured on a segment called "Kiddie's Beat."

Monday through Fridays programs are studio shows, except when the entire show may originate from a remote location, such as a grand opening or a theatre promotion. Saturday's show is broadcast from a local shopping center.

"Jackson's Beat" is sold in spots or segments. Sponsors may vary from baby foods to Cadillacs, and the show is always heavily commercial.

For the most part, "Jackson's Beat" promotes itself. Occasional newspaper ads are used. Sponsors, from whose location Jackson may originate his program, feature his appearance as a part of their newspaper ads. Jackson's interest and participation in civic events frequently rate editorial comment, which serves as promotion.

We feel the success of this show is based on Jackson's informal, versatile presentations. His intimate style provokes active interest and gives each individual listener a personal association with the program. Enthusiastic sponsors and listener surveys prove the success of "Jackson's Beat," Central Ohio's longest program for the shortest morning in music.

A native of Boston, Massachusetts, "Hank" Goldman has been with WANN, Annapolis, Maryland, for over five years. He has wanted to do radio work for as long as he can remember, and except for two tours of duty with the Navy, during World War II, and the Korean crisis, he has either been doing radio or preparing for it.

"Hank's" shows have a large following among the teenagers in the five state area, which WANN serves (Baltimore, Maryland; Washington, D. C.; Delaware, Southeastern Pennsylvania, Southern New Jersey and Northern Virginia. WANN started its tenth year of operation on January 10, 1946.) "Hank's" the type of disc jockey who spins the music the fans want to hear. He says, "I believe it is the duty of every D.J. to make it a must to whirl the records the listeners want to hear the most. After all, if it wasn't for the radio listeners, there would be no radio — no radio, no jocks. Anyway, it's always a pleasurable occasion when a jock receives fan mail and letters



**HANK GOLDMAN**  
WANN — Annapolis, Md.

of congratulations on the brand of music played. I spin the discs for the fans."

One of his most popular shows is WANN's "Sunday-Afternoon Car Hop Session," dedicated to the ever growing Sunday afternoon "on-the-road" populace. The "Car Hop" features top fifty tunes plus the correct time, weather reports, news, sports and up-to-the-minute driving conditions.

In addition to his on-the-air time, "Hank" is also assistant program director and chief announcer at WANN. Quite a job — but don't let "Hank" fool you, he loves every second of it.

By the way, folks, Mr. Goldman's shows have time and time again managed to end up in the top hooper ratings for his area. This, too, is decisive proof that "Hank's" fans dig him the most. We've caught his shows while traveling through Maryland and were more than impressed. "Hank" is definitely a jock to be proud of.

The voice of Ed Bonner is known by almost 5 million people in seven states. He is listened to loyally by these individuals every day between 3:00 and 7:00 p.m. and between the hours of 10:00 and 11:00 p.m.

When listeners are asked why they enjoy Ed's show, they will say, "He gives us the music we like with very few interruptions."

Although Ed is booked solid with commercials, he makes it his business to keep his commercials to the point, delivering his sponsor's message within a limit of time, and getting back to the music. So we can say that Ed achieves the middle road, giving the sponsor the proper exposure without taking away from the enjoyment of the show.

Ed was born in Roxbury, Mass., but while still young his family moved to New Jersey. When he was barely old enough, he joined the Navy, serving as a pharmacists' mate. After three and a half years, 27 months of which were spent overseas in the Pacific, Ed decided to settle in Burbank, California.

There he decided to go to work for the fire department. In his spare time he went to radio announcing school. When he graduated, he looked for a job in radio and received his first appointment at a station in Idaho Falls, Idaho. When the Idaho Falls Russets, a Chicago farm team, offered him a contract to play professional baseball, he decided to try it. It was a hard grind, and after a while he decided to get back into radio.

Lynchburg, Virginia, was Ed's next stop, as far as radio was concerned. Then came WVNJ and WNJR, in Newark, and in April of 1951 he arrived in St. Louis.

Ed has done much for the community and the community has shown its appreciation. He was voted the favorite disc jockey of every high school in the city. He was featured in PROM, the teenage magazine of St. Louis, which is read by 98% of the teenagers — in fact, the entire issue was devoted to him. Name artists and record companies bought space to wish Ed their best, so you can well imagine just how popular this fellow is.



**ED BONNER**  
KXOK — St. Louis, Mo.



## WILD CHERRY

EDDIE CURTIS

Wild wild wild wild wild cherry  
(Wild cherry)  
Living high and oh so merry  
If I only could reach you cherry  
Oh what I'd teach you  
Wild wild wild wild wild cherry  
Sweet sweet sweet sweet wild cherry  
Why? why are you so contrary?  
You know I need your kissin',  
Still you keep on resistin'  
Sweet sweet sweet sweet wild cherry  
You're warm and tender  
You're full of fire  
And you should be here in my arms  
Won't you surrender to my desire  
Why waste the magic of your charms  
I'll keep after you,  
You wild wild wild wild cherry  
Sweet sweet sweet sweet wild cherry  
Someday, you'll fall and I'll catch ya,  
And that day, cherry I'll betcha you'll  
be  
My wild wild wild wild cherry.  
Copyright 1956 by Hollis Music, Inc.

## INNAMORATA

JACK BROOKS HARRY WARREN

If our lips should meet, innamorata,  
Kiss me, kiss me, sweet, innamorata.  
Hold me close and say you're mine,  
With a love as warm as wine.  
I'm at Heaven's door, innamorata.  
Want you more and more, innamorata.  
You're a symphony, a very beautiful  
sonata, my innamorata,  
Say that you're my sweetheart, my love.  
Copyright 1955 by Paramount Music Corp.

## TELL ME MORE

SAM COSLOW

Your eyes say, "Beware, Cherie"  
Tell me more! tell me more! tell me  
more!  
Your smile whispers mad things to me  
Tell me more! more and more more  
and more!  
Your touch your caress say, "Yes! yes!  
yes! yes!"  
And I'll keep on crying, "Encore!  
encore!"  
Till your lips say, "Je t'aime je t'adore  
je t'adore" tell me more!  
Tell me more! tell me more!  
© Copyright 1956 by Edward Kassner Music Co., Inc.

## SIERRA MADRE

(Luna Gitana)

GEORGE THORN MANUEL PALOS

There was magic that night, by the  
Sierra Madre!  
The hush of twilight was ev'rywhere,  
The blush of moonrise caressed your  
hair!  
When you gave me your heart!  
By the Sierra Madre!  
The mountain smiled in a soft starry  
way!  
The nite was brite as the sunniest day!  
And it happened when romance came  
to stay!  
By the great Sierra Madre!  
Copyright 1955 by Peer International Corp. Copyright  
1956 by Melody Lane Pub.

I DREAMT I DWELT IN  
HEAVEN

JULIUS DIXON

I dreamt I dwelt in heaven  
And walked among the stars  
I rested on a rainbow  
And it stretched from Jupiter to Mars  
I tho't the clouds a staircase  
That reached up in the blue  
On top there stood an angel  
With a face that looked so much like  
you.  
I heard a choir of angels sing,  
In the distance I heard a voice say,  
"Pray, let this angel guide you,  
He's yours forever and a day"  
And now that I'm awake, love  
I see it all so clear  
I dreamt I dwelt in heaven  
Because you came from there.  
© Copyright 1956 by Winneton Music Corp. Sole selling  
agent, George Paxton, Inc.

IT ONLY HURTS FOR A  
LITTLE WHILE

MACK DAVID FRED SPIELMAN

It only hurts for a little while  
That's what they tell me  
That's what they say.  
It only hurts for a little while  
Then all your heartaches will pass  
away.  
It's so easy to be smart  
With somebody else's heart  
But I don't know how to start  
Forgetting you, what can I do?  
It only hurts for a little while  
That's what they tell me  
"Just wait and see"  
But I will hurt  
Till you come back to me.  
© Copyright 1956 by Advanced Music Corp.

## THE LARGE, LARGE HOUSE

BICKLEY REICHNER

I want to live, live, live in that large,  
large house above,  
I want to live, live, live in that large,  
large house above.  
No more debts, no more tax,  
I can sit back and relax,  
I want to live, live, live in that large,  
large house above.

Through those acres of sky,  
I'll go walkin' bye and bye,  
I want to live, live, live in that large,  
large house above.

No more time clock to punch,  
I can take all day for lunch,  
I want to live, live, live in that large,  
large house above.

With the saints I'll march in,  
I'll be washed of all my sin,  
I want to live, live, live in that large,  
large house above.

Please reserve me that room,  
Full of sunshine, no more gloom,  
I want to live, live, live in that large,  
large house above.  
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## FRECKLES

Your face need not continue to be marred by freckles. For generations and in 65 countries, Stillman's Freckle Cream has been bringing happiness to freckled folks all over the world. A radiant, smooth, clear skin is a great charm. If your skin is spotted with freckles, if it has been made drab, dull or rough by sun or wind, we suggest you try Stillman Freckle Cream. Girls, women and men buy it wherever toilet goods are sold. Write for free 1956 booklet, "BRUSH UP ON BEAUTY".  
THE STILLMAN COMPANY  
Dept. 34, Aurora, Illinois



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Check the  
Kind of Body  
You Want

...and I'll Prove How EASILY  
You Can Have It!  
Just tell me, in coupon below, the kind of body you want—and I'll give it to you SO FAST your friends will be amazed! "Dynamic Tension," my easy, 15-minutes-a-day method, will make your chest and shoulders bulge... arms and legs surge with power... your whole body feel "alive!"  
**FREE BOOK** 32 pages on how "Dynamic Tension" changed me from a 97-pound weakling into "World's Most Perfectly Developed Man"—and how I'll prove it can change YOU too. Mail coupon NOW!

Charles Atlas



CHARLES ATLAS, Dept. 2857  
115 East 23rd St., New York 10, N. Y.

Dear Charles Atlas: Here's the Kind of Body I want  
(Check as many as you like)

- ☐ More Weight—Solid—in The Right Places  
☐ Powerful Arms, Legs, Grip  
☐ Broader Chest, Shoulders  
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## SNOOKY LANSON

Snooky Lanson's first name is actually Roy, but don't feel sorry for him. He really prefers to be called Snooky. The boyish-looking, russet-haired singing star of "Your Hit Parade" (NBC-TV, Saturday nights at 10:30 p.m. EST) got the nickname before he was old enough to do much about it — at the age of two! Back home in Memphis, where he was born March 29, 1919, the "hit parade" rage of the day was Irving Berlin's "All Night Long They Call Me Snooky Ookums." Everybody was humming the tune, and Mrs. Lanson thought it was cute enough to use as a nickname for her son.

Despite the usual hazing, the nickname stuck and Snooky decided he wouldn't change it for anyone. At the age of seven he sang for pennies on a Memphis street corner and when he was a bit older, still older boys used to take him along in the rumble seat of the car to croon soft ditties — to get their dates in the proper mood. He was the forerunner of today's car radio! He also sang in St. Patrick's Church Choir and sang so loud they made him soloist!

In 1934, still in high school, he got his first professional singing job at WSM, Nashville. The management thought Snooky wasn't the proper name for a new vocalist, but he insisted and almost lost the job. One night at a dance, Snooky met a lovely girl named Florence Appleby. She later confessed she thought he was sneezing when he introduced himself! After they were married, Snooky decided to give up singing for a more substantial livelihood — an auto salesman. He got fired because half the time he didn't answer to the name "Roy" and thus left customers waiting on the floor.

Earlier Snooky had been a semi-pro fighter (40 fights without being kayoed) and a pretty good baseball player (in school he batted .333), but now he decided to go back into singing. His first break came when he auditioned for Ray Noble, got the job and appeared with Ray on the Chase and Sanborn Hour, as well as touring with him. (His disc of "By The Light Of The Silvery Moon" with Noble sold 1½ million copies!) Noble broke up his band when war broke out and Snooky joined Al Donahue. When the Ted Weems band joined the Navy as a unit, Snooky went with them and wound up as a Chief Gunners Mate (Bandmaster).

When Lanson joined "Your Hit Parade" in 1950, "the powers" raised an eyebrow at the name Snooky, and he had to sell it all over again. Snooky mentioned casually that it hadn't seemed to hurt Bing Crosby's career to have an odd nickname. They agreed to hire him, if he kept the nickname!

The Lanson's live in a comfortable home in suburban Hartsdale, N. Y. They have two children: Ernie (ten) and Beth (seven). Snooky relaxes between his rugged TV rehearsal schedule and Dot recording schedule by fishing and playing baseball with his son and the neighborhood kids. He sometimes sandwiches in personal appearances at the nation's top show spots.

Snooky still has the soft-spoken Southern trace in his voice, and about the nicest compliment we can give him was what a person said on meeting him for the first time: "Why he's just as nice as he looks and sounds on TV and Dot Records. A real wonderful guy!" Yep, that's Snooky Lanson!

## I'M STILL A KING TO YOU

KAL MANN BERNIE LOWE

Eh, eh, ev'ry time my castles tumble,  
Ev'ry time I'm feelin' blue,  
You touch my hand and I understand,  
I'm still a king to you.  
Ev'ry time my dreams are shattered,  
And it seems they won't come true,  
You look at me and my heart can see,  
I'm still a king to you.  
Broken dreams can be mended,  
And castles can be built again,  
I'll keep tryin' forever,  
If you're beside me 'till then.  
Ev'ry ev'ry time my friends forsake me,  
Ev'ry time they say I'm through,  
I know they're wrong,  
For I'll get along,  
I'm still a king to you.

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## GREEN GROWS THE GRASS

AL HOFFMAN DICK MANNING

Green grows the grass,  
The grass of memory.  
Young are the hearts that used to sing  
in harmony,  
Tall grows the trees that shade the ivy  
walls,  
True are the friends that used to tread  
those hallowed halls.

Strong are the ties that bind us to the  
past,  
Deep are the roots that live until the  
last.

Green grows the grass,  
The greenest ever seen,  
Just like my love for you is ever-green.  
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## SHE'S THE MOST

MURRAY BERLIN

She's the most,  
Lips like cherry wine  
She's the most,  
Big brown eyes that shine  
She's the most,  
And she's mine, all mine  
Got the most, coast to coast,  
She's the most, she's the most.  
She's the most.  
Suits me to a T.  
She's the most, sweet as she can be  
She's the most,  
She belongs to me  
Got the most coast to coast,  
She's the most, she's the most.  
She's a solid chick  
That makes bells ring,  
She thrills me to my soul  
She loves to bop and  
She loves to swing  
And she's got big eyes  
For rock 'n' roll  
She's the most,  
Style that's hard to beat  
She's the most,  
Gives your eyes a treat  
She's the most,  
Kisses are so sweet.  
Got the most coast to coast,  
She's the most, she's the most!

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## LOVE IS THE \$64,000 QUESTION

FRED EBB NORMAN LEYDEN

Love's the category

Love's the category

Love is the sixty four thousand dollar question

Now you're in the isolation booth

So you know you gotta tell the truth

Honey, honey it's the last plateau,

Do you love me cause I just gotta know

Thirty seconds that's the time you've got

Spotlight's on you and you're on the spot

Here's the question from the envelope

Do you love me?

I hope, I hope, I hope,

Let's recap what has happened up to now

Week by week by knowing the answers

You thrilled me, you thrilled me and

how!

Here's the summit honey take your time

You're the expert on this heart of mine

One right answer and we'll both collect

Say you love me and you'll be correct

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## HONESTLY HONESTLY

RALPH MILLER BOB DAVIE

Honestly honestly baby you're the one,  
You are to me like the starlight and the sun.

Tell me you love me and baby,

Make all my dreams come true,

Honestly honestly baby hear me say,

My love is yours dear forever come what may

Honestly honestly baby you know I'm good for you.

If I had you by my side,

I'd have the world on a string,

I'd be more than satisfied,

Just to adore you,

Live for you,

Honestly honestly baby hear my plea,

Now that you know dear

What your love's done to me.

Take my love forever true,

I adore you honestly honest I do.

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## HELD FOR QUESTIONING

BERNIE BAUM FLORENCE KAYE

You're being held for questioning

Held oh, so closely in my arms

You're being held for questioning

As I'm a victim of your charms

And I demand an answer now

This time you can't escape and run

I'm holding you responsible

For all the damage you have done.

You're guilty of stealing my heart

Without any remorse

You're accused of hiding the truth

About love and that's committing a

sin, of course!

So don't withhold the evidence

Offer me proof your heart is true

And while you're held for questioning

Confess you really love me too!

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## "42"

DOROTHY JEFFERS ETHEL PHILLIPS

Now got in a game of gallopin' dice

Made 42 passes man it was nice

I took all my loot and stashed it away

And bought me some land the very next day

Now there was land as dry as can be.

And all my friends felt sorry for me.

They said, "man and boy you sure got stuck"

But they didn't figure on my Texas luck

I get 42 barrels of oil a day

42 barrels and, man, that ain't hay.

I look out my window and what do I see?

An oil well pumpin' more money for me.

My backyard is really a sight to behold

Wherever you look there's liquid gold

Never have seen this much money

before

42 barrels and they tell me there's more

Bought me a car the finest that's made

And cash on the line was how I paid.

Gonna get me a ranch have ev'rything fine

And a branding iron with a dollar sign

Gonna live like a king for there's

nothing as royal

As 42 barrels of beautiful oil.

Now I've been engaged for quite a spell;

She's a patient gal, little Annabelle.

But I'd better quit while I'm ahead;

She might marry up with another instead.

I'll say, "Annabelle, let's you and me hitch."

And I know she will 'cause she wants to be rich.

I went to a bank to start an account.

They asked me how much; I said,

"Name the amount."

I brought it in boxes, bags, and sacks.

Jars and cases, and even in stacks.

But to be perfectly honestly frank.

I had enough money to start my own bank,

For they counted and counted and

finally said,

"We'll come to you the next time instead."

Now I know that money isn't every-thing;

It can buy you a car or big diamond ring.

It can get you a saddle that's mounted in gold,

But it can't give you love to have and to hold.

And when you're alone on a cold winter's night,

You can't put your arms around it.

So I'm mighty proud that Annabelle's true,

When she looks in my eyes and says, "I love you."

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## NO OTHER ONE

CLYDE OTIS IVORY JOE HUNTER

No other one can take your place.  
'Cause in my heart there is no space.  
I'll lock my heart and give you the key  
No other one beneath the sun means  
that much to me.

My love is yours to have and hold.  
I wouldn't trade the vows I made for  
silver and gold.

No other hands will cling to mine,  
For other boys I have no time.  
Although I'm free and my heart is  
young

I'll give my love, I'll give my hand  
To no other one.

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## IN A STRANGE PAIR OF ARMS

JIMMY KENNEDY NAT SIMON

In a strange pair of arms  
I saw you last night.

You were dancing and someone  
Was holding you tight.

And my heart just went out of its  
mind,

To find you in a strange pair of arms.

To a strange pair of lips

Your lips gave a kiss.

Oh, it's hard to believe that  
I ever saw this.

That's when ev'rything ended for me

To see you in a strange pair of arms.

You and your love that

Was never to change,

You in a strange pair of arms!

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## WINNER TAKE ALL

SID WAYNE AL FRISCH

Winner take all, winner take all;

I'm playing a game called

"Winner take all";

Your kiss is the bet,

My heart is the stake,

And love is the gamble,

I'm willing to take.

Maybe I'll win,

Maybe I'll lose;

But this is the chance

This fool can't refuse;

So spin the wheel around and 'round

And 'round and let the chips begin to  
fall,

Winner take all, winner take all.

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## ALL MY TOMORROWS

NOEL SHERMAN JOE SHERMAN

All my tomorrows

You'll be walking beside me.

All my tomorrows

Will be blessed by you.

Yesterday's sorrows

And the fears deep inside me

All disappear for, darling,

You're here to see me through.

Now that I found you

Life has only begun.

In your warming embrace

I'm finding a place in the sun.

Gone is the darkness.

At last I can see the light.

All my tomorrows

Began with you tonight.

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## WHY DO FOOLS FALL IN LOVE

FRANK LYMON GEORGE GOLDNER

Why do birds sing so gay

And lovers await the break of day

Why do they fall in love?

Why does the rain fall from up above?

Why do fools fall in love?

Why do they fall in love?

Love is a losing game

Love can be a shame

I know of a fool you see,

For that fool is me.

Tell me why tell me why!

Why do fools fall in love?

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## NEVER LET ME GO

JAY LIVINGSTON RAY EVANS

Never let me go!

Love me much too much!

If you let me go,

Life would lose its touch!

What would I be without you?

There's no place for me without you!

Never let me go!

I'd be so lost if you went away,

There'd be a thousand hours in the day

without you, I know!

Because of one carress my world was

overturned at the very start;

All my bridges burned by my flaming  
heart!

You'd never leave me, would you?

You couldn't hurt me, could you?

Never let me go!

Never let me go!

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## HIS GOLD WILL MELT

BERNIE LOWE KAL MANN BIX REICHNER

The girl I love has turned me down  
She dates the richest guy in town  
She told me he was lots more fun  
And spends that green stuff by the ton

But his gold will melt till he's got no  
more

Then love will fly right out the door  
And he'll be left alone to cry  
'Cause love is somethin' that you just  
can't buy

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## I WAS THE ONE

AARON SCHROEDER CLAUDE DEMETRIUS HAL BLAIR  
BILL PEPPERS

I was the one who taught her to kiss  
The way that she kisses you now.

And you know the way that she touches  
your cheek

Yes, I taught her how.

I was the one who taught her to cry  
When she wants you under her spell.

The sight of her tears drives you out  
of your mind

I taught her so well.

And then one day I had my love as  
perfect as can be.

She lived, she loved, she laughed, she  
cried

And it was all for me

But I'll never know who taught her to  
lie

And now that it's over and done,  
Who learned the lesson when she  
broke my heart

I was the one.

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## BEYOND THE MIGHTY RIVER

NOEL SHERMAN JOE SHERMAN

A greener land beyond the mighty  
river lies

A greener land where summer never  
dies

And to that land I hear my lover calling  
me

Await, my love, I'm sailing home to  
thee.

For tho' you're gone beyond the mighty  
river

I feel your hand reach out beyond the  
shore

The time is near and soon I shall  
deliver

My soul to thee, to thee forevermore!

The darkness falls, the night is long  
and lonely

For I recall the love you gave to me.  
But love is young, as young as all  
eternity

So I can smile for now your face I see.  
Oh, lead me on beyond the mighty  
river

Oh, lead me on that greener land I see  
We'll walk in peace, in peace with love  
forever

God keep my love, I'm sailing home to  
thee!

God keep my love, I'm sailing home to  
thee!

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LIPSTICK AND CANDY AND  
RUBBER SOLE SHOES

BOB HAYMES

She's a bundle of joy

In a sweater and skirt

She's a cute little toy

She's a vamp and a flirt

She's perfume and ribbons,

A cure for the blues

She's lipstick and candy and rubber sole  
shoes!

She's the devil's food cake

That you meet after school

And she knows how to make you

Feel just like a fool

She's kittens and kisses you couldn't

refuse

She's lipstick and candy and rubber sole  
shoes!

What a smile when she shows it

She makes music when she talks

She's got style and she knows it

You can tell by the way she walks!

She's a trip into space in a rocket for  
two

She's sequins and laces and bubble gum  
too

She's stolen the heart that I'm happy to  
lose

To lipstick and candy and rubber sole  
shoes!

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## LITTLE FOOL

C. HENDRICKS C. TOWNE

Little fool, that's me,

The one I love, that's you,

Baby, you would be surprised

What your little fool's gonna do.

If you only knew, what I plan to do,

Baby, your little fool's

Gonna show you a thing or two.

You've been jivin' and connivin'

And it's gonna be surprisin'

How things are gonna be,

I'm gonna start to doin' things

That drive you to ruin',

You think you got me up a tree,

But little fool, that's you,

Who's laughin' now, that's me,

Now baby things have changed

And you're the one in misery.

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## DON'T GET CARRIED AWAY

EARNEST ENDEAVOR FEGAN

Don't get carried away

Don't get carried away

Now, mama knows you have this date

With me tonight so get this straight

Don't get carried away

Don't get carried away

Oh, it's all right if you want a kiss

Or maybe two, but now hear this

Don't get carried away

Lord knows you are impulsive

You are impetuous and so persuasive

So I must be positive you

Don't get carried away

Don't get carried away

Uterior motives are all right

But keep them in control tonight,

And don't get carried away!

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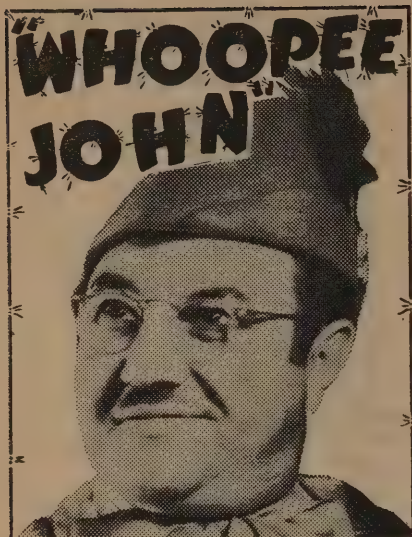
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There are several versions which attempt to explain how this leader-musician of old-time polkas came to be known as "Whoopee John." Some say the nickname marks back to the early days of his career, when he and his little group frequently travelled miles and miles of back-country roads to play at wedding dances and parties. People would await his arrival anxiously, for without his music the festivities couldn't begin. A lookout would be posted, and when the musicians were sighted, he would shout: "Whoopee! Here comes John!" Others claim the name was merely the result of the spontaneous exclamation of those who saw, for the first time, the gay, gaudy Tyrolean costume he wears when filling an engagement. The clothes were so colorful and provocative that people would exclaim in delighted surprise: "Whoopee!" But however the nickname originated, "Whoopee John" has become a by-word and a synonym, throughout rural America, for good fun and good old-time dance music.

Perhaps one of the most valid reasons why John is so popular, musically, is because of the fact that his work is an authentic by-product of his own background. John's parents were pioneer farmers who immigrated from Austria's Black Forest to Minnesota's rich farming lands. Here he grew up with the immigrant-influenced folk music of the country which gave him the desire to form his own band.

The band includes three reeds, three brass, bass, drums and piano. In addition to numerous personal appearance engagements, he leads his band through a Sunday half-hour broadcast over Radio Station WTCN, Minneapolis, and during the past several years has consistently held "Hooper" ratings of first, second, or third place among all Sunday network or local daytime programs.

John's new disc on Decca is "Little Bad Boy Polka," backed with "It Took Me All Night To Get Home Last Night." His arrangements are designed to amplify the appeal of folk music; many of his arrangements are original tunes. The novelty treatment is never overdone. Proof of that is the tremendous ovation which is invariably a part of a "Whoopee John" appearance. Connoisseurs agree that John's style is entirely different from that of any other popular old-time dance musician. That style is one which he has made peculiarly his own.

## THE BIRDS AND THE BEES

MACK DAVID HARRY WARREN

Take a boy like me;  
Take a girl like you;  
On a moonlight sail,  
On a sea of blue.  
It's a night in June;  
There's a moon above;  
Love is in the air, so  
They fall in love.

And the same thing happens  
With the birds and the bees,  
As they flit among the flowers;  
As they nestle in the trees.  
Yes, the same thing happens with  
The birds and the bees;  
And it's happening to us tonight.

What the big giraffes like to do for  
laughs;  
And orang-ou-tang's only do in gangs.  
Why a love-starved whale starts to fan  
his tail.  
Where the female is you will find a  
male.

It's the reason why kangaroos jump  
high;  
Why the trout and perch swim around  
and search;  
And this common urge makes a kitten  
purr.  
Where you see a him you will see a  
her;  
Ev'ry bird, ev'ry bee, ev'ry he, ev'ry  
she,  
Just like you, just like me,  
Is falling in love tonight.

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## THE MOST HAPPY FELLA

FRANK LOESSER

I'm the most happy fella  
In the whole Napa Valley  
In the whole Napa Valley,  
The most happy man that's me!  
Look-a my Rosabella!  
Look-a my Rosabella!  
She's-a send me her photograph  
And she was askin'-a me for mine.  
I'm the most happy fella  
In the whole Napa Valley  
In the whole Napa Valley,  
The most happy man that's me!  
In the winter time from 'Frisco  
She was-a write to me one post card.  
Then I was-a write, then she was-a  
write,  
Then I was-a write, then she was-a  
write,  
Then me, then she, then me, then she,  
and now  
She's-a bring the springtime fast!  
She's-a make the green come on the  
vine!

She's-a send me her photograph  
And she was askin'-a me for mine.  
I'm the most happy fella  
In the whole Napa Valley  
In the whole Napa Valley,  
The most happy man that's me!

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## TO YOU, MY LOVE

JACK LAWRENCE LOUISE GASTE

I dedicate my song to you, my love,  
The words, the tune belong to you, my  
love,  
So when you hear this melody begin,  
You'll know what's in my heart.  
I dedicate my prayers to you, my love,  
The vows a lover swears to you, my  
love,

And just as long as time itself endures,  
What's mine is yours, sweetheart.  
I'll wait from now until forever,  
To hold you close, to make you mine;  
But please don't make me wait forever,  
Forever's such a long, long time!

So take my song and take the prayers  
I give,

My hand, my heart, the very life I live;  
And let the flame of love come burning  
through,

From me to you, my love.  
I dedicate my song to love.

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## WALK RIGHT IN

BILLY DAWN SMITH MARGUERITE JAMES

Don't knock any longer, my dearly  
beloved,

Don't ring any more, my dearest one.

For the door has been closed,  
Since my heart has been broken,  
So, dear, take the key that opens my  
heart,

And walk right in.

My heart has been closed for many  
years,

And the door has been rusted from all  
my tears.

Oh, see how it shines, my dearly  
beloved,

Since I made you mine, my dearest one,

It will always stay open,

For as long as you love me,

No need for a key,

It's now you and me,

Just walk right in.

You'll always be welcome, my dearly  
beloved,

I'm hoping you'll stay, my dearest one,

For at last I have found someone to  
have faith in.

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Tee Pee Music Co.

## FLOWERS MEAN FORGIVENESS

AL FRISCH MACK WOLFSON EDWARD R. WHITE

Flowers mean forgiveness,

I heard a poet say,

When you need forgiveness,

You give her a bouquet.

Flowers mean forgiveness,

My darling, here I stand,

Asking your forgiveness,

With flowers in my hand.

As sure as I was wrong,

When I made you cry,

I know that you'd be wrong,

If you'd say, "goodbye."

Take these lovely flowers,

Or they'll be lonely, too,

Flowers mean forgiveness,

Forgive me, say you do.

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| 2. MR. WONDERFUL                       | 7. NO NOT MUCH               | 13. CHAIN GANG               |
| 3. FOREVER DARLING                     | 8. I'LL BE HOME              | 14. SEE YOU LATER, ALLIGATOR |
| 4. WHY DO FOOLS FALL IN LOVE           | 9. ROCK N' ROLL WALTZ        | 15. HOT DIGGITY              |
| 5. 11th HOUR MELODY                    | 10. FLOWERS MEAN FORGIVENESS | 16. TUTTI FRUTTI             |
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LET'S DANCE, BUGLE CALL RAG, DON'T BE THAT WAY, KING PORTER STOMP, STOMPIN' AT THE SAVOY, ONE O'CLOCK JUMP, SHEIK OF ARABY, MORE THAN YOU KNOW, SOME DAY SWEETHEART, SWEET GEORGIA BROWN, WHISPERING, CHINA BOY, SEVEN COME ELEVEN, SOFT WINDS, ON THE ALAMO, AVALON, I FOUND A NEW BABY, POOR BUTTERFLY

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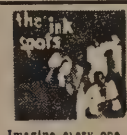
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## BELLA BAMBINELLA

AL BARRY

Bambinella! you're an obsession  
You're the one, dear, for whom I pine;  
I can tell you with more expression  
If you'll just hear this song of mine!

Come to me my sweet bella bambinella.  
Come and be my sweet bella bambinella.  
The stars above are gayly swaying.  
It's time for love, that's what they're saying;

Press your lips to mine.  
Bella bambinella, make my life divine,  
Bella bambinella hold me tight and say you love me,  
Oh, my bella bambinella, I love you.

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## IN A MELLOW TONE

MILT GABLER DUKE ELLINGTON

In a mellow tone feeling fancy free,  
And I'm not alone, I've got company.  
Ev'rything's okay the live long day,  
With this mellow song I can't go wrong.

In a mellow tone that's the way to live,  
If you mope and groan something's gotta give.

Just go your way and laugh and play,  
There's joy unknown in a mellow tone.

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## REMEMBER WHEN

FRED EBB PAUL KLEIN

Remember when we used to go  
For those walks in the rain  
Remember when we danced all night  
To the same old refrain  
Remember when you'd say  
I love you again and again  
Remember when remember how  
We'd start to laugh over nothing at all  
Remember where we wrote our names  
On the old schoolhouse wall  
Remember when we'd talk  
For hours each time I would call  
Remember when the way you promised  
You'd be mine

The night our lips first met  
Do you remember all those little things  
That I can't forget.

Remember when we had a quarrel  
As all lovers do  
Remember how I made you cry  
And you said we were thru  
Remember when, I know that you will  
forgive me again,

When you remember when.

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## A TEAR FELL

DORIAN BURTON EUGENE RANDOLPH

A tear fell when I saw you  
In the arms of someone new  
A tear fell when you left me  
All alone and feeling blue  
A tear fell when you told me  
That your love was not for me  
I didn't miss the teardrops  
But I miss you constantly  
A fool am I a fool am I in love.

The teardrops that you stepped on  
As you danced across the floor  
Were crushed like my poor heart was  
When you walked out of my door  
A tear fell when you told me  
That the flame in your heart died  
Darling have I lost you  
Like these teardrops from my eyes?  
A fool am I a fool am I in love.

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## UPSY DOWN TOWN

IRA KOSLOFF JACK PERRY HARRY SIMS

In upsy down town  
The sky is in the sea.  
The sea is where the sky should be,  
The rain is falling up,  
Instead of falling down.  
Down in upsy down town.  
In upsy down town  
The stars are on the ground  
The village square is almost round,  
The king is wearing shoes,  
Where he should wear a crown  
Down in upsy down town  
What a funny sight it is to see  
A bunny in a nest where a bird should be,  
A chocolate cake as white as snow,  
The more you eat, the bigger it will grow.  
In upsy down town December comes  
in June  
And sleigh bells ring while roses bloom  
The sun is always bright when lovers  
say goodnight  
Down in upsy down town.

In upsy down town  
There's magic everywhere  
The choo-choo trains chug through the air,  
The puppy dogs meow and pussy cats bow-wow  
Down in upsy down town.  
In upsy down town a giant looks so small

Beside a midget eight feet tall,  
When you get out of bed,  
You're standing on your head  
Down in upsy down town  
What a funny sight it is to see  
A jelly apple fall from a lemon tree,  
A shiny mirror on the shelf,  
And when you look you see it's not yourself  
In upsy down town a hug is called a kiss  
And this is that and that is this  
And when she slaps your face  
She's ready to embrace down in upsy down town.

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**Stop Torturing Yourself!**  
**Here's Why Other Reducers Always Failed!**

Here are the straight facts, exactly as these doctors explained it to their trusted friends and patients when they wanted to reduce—exactly as your doctor would tell YOU! For years, doctors have known that ordinary reducing plans—that you pay \$5, \$10 and even \$15 for in the stores—are completely passive! That they depend strictly on your own will power—on your ability to starve that fat off your body. All that these ordinary reducing plans are able to give you... for your \$5, or \$10, or \$15—are HUNGER-APPEASING PRODUCTS—pills, powders or liquids that do nothing more than swell up in your stomach—that do nothing more than "dull" your hunger a little.

But not one of these products could do anything to ACTIVELY help you reduce your weight! To take the strain off that "starvation" diet! To actually help you BURN UP that ugly fat... OXIDIZE that fat... MELT IT AWAY—FOREVER!

So what happened? If you were overweight, you struggled to do the job of reducing BY YOURSELF! You took your hunger-appeasing pills religiously. You

pushed away the foods you love. You spent week after week of torture. And finally, if you were lucky, you carved off 5, 10, or even 12 precious pounds.

And then your will power snapped! You broke your terrible diet. You discovered that your little pills were useless to keep you away from foods you loved. And the fat flowed back—heavier and uglier, and more deadly than ever before!

And so you tried another passive plan. And another. And another. And another. And then if you were like the men and women whose fantastic case histories are a matter of medical record—perhaps you went to your doctor and asked him for an EASY WAY OUT—WITHOUT TORTURE—AND WITHOUT SLIDING BACK!

**Yes! You Can Lose Weight Faster and Easier Than You've Ever Dreamed!**

These doctors had the answer in a tiny gray pill—and a common-sense plan.

In their hands—so tiny that they could balance it on the tip of their little finger—was the greatest weapon ever discovered against deadly, excess fat. It was a miraculous compound called LECITHIN—whose amazing fat-dissolving properties had been discovered by a Nobel prize-winner—the co-discoverer of insulin!

Even as you read this page, this same exact LECITHIN is being used to fight coronary heart disease—because it helps melt away the deposits of fat that are blocking the arteries of crippled hearts!

Doctors took this miracle LECITHIN, combined it with a multi-vitamin tablet to protect your health and then added methyl-cellulose to help curb your hunger and reduce even faster!

Because this product was perfectly safe—and as easy to take as an aspirin—many had used it themselves, when they wanted to lose weight. And the results they proved—over and over again—in rigid scientific tests with their own patients—were fantastic!

## Overweight Is a Death-Trap Free Yourself From It Today!

Here is the simple truth! If you are overweight today, then the chances are that you may die up to 20 years sooner than you otherwise should. Does this sound impossible? It is proven by doctors' files all over America. Here is the frightful record... here is the future that YOU CAN ESCAPE, if you simply make up your mind—TODAY!

**HEART DISEASE**—kills 75% more women who are overweight, and 42% more men who are overweight, than it does victims of normal, healthy weight!

**DIABETES**—claims 85% of its victims, excluding children, from men and women who are overweight at the onset of this dread disease!

**HIGH BLOOD PRESSURE**—kills 25% more overweight men in the critical 40-44 year old age group than it does men of normal, healthy weight!

**AND ARTHRITIS AND RHEUMATISM** are drastically speeded up by the terrible pres-



sure of overweight! And frantic research is going on in laboratories all over America, trying to determine the connection between overweight and uterine CANCER—the most dreaded disease of all!

Overweight is the Trojan Horse, that leads death and disease into your body! And it can be destroyed! Learn how easily, how quickly, how painlessly you can cut down on those deadly calories—how safely and quickly those deadly pounds can melt away! Try the amazing No-Risk Trial described on this page! Do it TODAY!

## Medical Proof!

Doctors' Tests Show Startling Weight Losses, With Complete Comfort and Safety!

"Results were highly gratifying. All 8 of the patients tested lost significant amounts of weight. The least amount was 9 pounds, and several lost 17, 18, and even 37 pounds in one case." — Prominent New York physician.

"Extraordinarily favorable results. Over 95% of the patients tested lost significant amounts of weight. The least amount was 9 pounds lost were common throughout the tests." — Director of Nationally Known Nutritional Research Organization.

**Users Report Average of 7 Pounds Lost in First 14 Days!**

I could feel it working for me right away. . . Have lost 12 pounds in 12 days, and maybe by the time you receive this, I will have lost more — Mrs. F. W. C., Greenfield, Mass.

Lost 7 pounds in 10 days. Can't thank you enough — Mrs. E. F. Labanon, N. J. Took off 5 pounds in first 7 days. — Mrs. J. K., Brooklyn, N. Y.

Lost 10 pounds in 15 days. And I was extra heavy — Miss B. J. M., Battle Creek, Mich.

Lost 7 pounds in 8 days. Please rush me more — Mrs. M. S. Marion, Kansas. Took off 15 pounds in first 3 weeks. Must compliment you. — Mr. J. V., Olau, Hawaii.

## Up to 37 Pounds Gone—Forever!

They instructed dozens of patients to test this new miracle plan in their own homes, under the doctors' supervision. These men and women did NOT give up the foods they loved—they simply and naturally cut down on them!

They were not given any starvation diets... they never experienced a single hungry moment... they reported, in case after case, that they felt more pep, more energy, more youth and vitality than they had known for years!

And then, day by day, faster and easier and safer than they had ever known before, the ugly excess fat around their bodies melted away! While they were eating three delicious meals a day, they were shedding as much as 5 pounds a week! While they were feasting on mouth-watering steaks, thick juicy slices of roast beef, potatoes, butter and bread—they were losing inch after inch after inch from around their waists, their thighs, their hips—all over their bodies!

Clothes that they had discarded years before, began to come out of closets and attics. Men and women both—they began to notice a new young look to their chins and faces that they'd thought they'd lost forever.

And when the plan was over—in a matter of weeks—these men and women had lost as much as 17 and 25 and even 37 pounds. Without the slightest discomfort, they had turned their weight clock back 5, 10 and even 15 years! And their slim, trim figures were just beginning! They could continue to keep weight actively as they wanted it for as long as they lived! Because from now on, for the rest of their lives, they had an active FAT-REDUCING PLAN that would actually help keep that ugly fat from forming on their bodies again.

**Prove It Yourself!**  
**Try It For Ten Days—Entirely at Our Risk!**

And now, this same tested and proven CALORIE CONTROL PLAN is yours to try in your own home, without gambling a penny—released through this announcement for the very first time!

Yes, you try this amazing Plan entirely at our risk! It must melt ugly, excess fat RIGHT OFF YOUR BODY, BEFORE YOUR VERY EYES, in the first ten days alone—OR EVERY CENT OF YOUR MONEY BACK!

Remember, this is not conjecture, guesswork or exaggeration.



**IT IS ESTABLISHED MEDICAL FACT!** Your own doctor can confirm these statements. The principles behind this amazing treatment had been praised by leading medical journals all over the world. This Plan was proven almost 100% EFFECTIVE in one of the most dramatic tests in medical history! It will work for YOU!

The price is only \$2.98 for 90 tablets, or a full ten days supply. This gives you a miracle LECITHIN, to help melt that excess fat off your body... plus multi-

vitamin tablets, to safeguard your health... plus methyl-cellulose, to help curb your hunger and help you reduce even faster. Or, if you wish, you may order the wonder-working 20-day supply—twice as much—for only \$4.98! This is a saving of \$1! And the same money-back guarantee is yours, no matter which size you buy!

Remember, you have nothing to lose but ugly weight! Ten days must give you the results you have always dreamed of or your full money back. Act TODAY!

## MAIL NO RISK COUPON TODAY!

PIONEER DRUG COMPANY, INC. DEPT. JS-5

31 WEST 47 STREET

NEW YORK 36, N. Y.

Yes, I want to try your miraculous new CALORIE CONTROL PLAN entirely at your risk! I understand that this amazing Plan contains THREE different aids: Miracle LECITHIN to help float ugly excess fat right out of my body; MULTI-VITAMIN tablets to completely safeguard my health, and METHYL-CELLULOSE to help curb hunger and help me reduce even faster! I will pay the postman only the low introductory price checked below, plus C.O.D. charges. I also understand that if I am not completely thrilled with the results obtained, I can return the used package within one month and get a FULL REFUND! No questions asked!

☐ I want the full ten days' supply for only \$2.98.

☐ I want the giant economy-size 20-day supply for only \$4.98. This is a saving of \$1.00.

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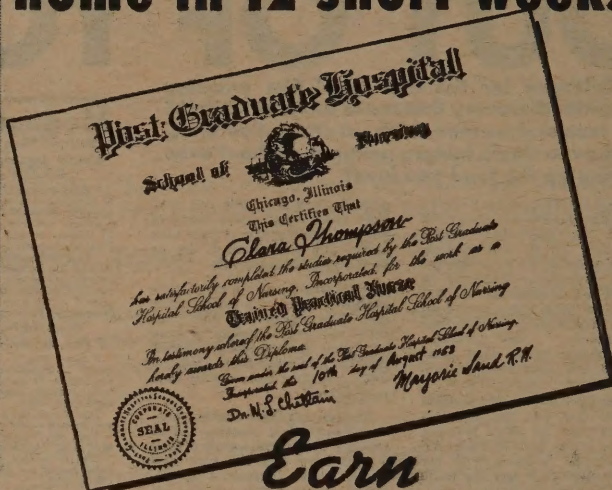
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**DO NOT LET AGE PREVENT YOU** from realizing your fondest dreams. Students from 16 to 65 have successfully completed this doctors' approved course.

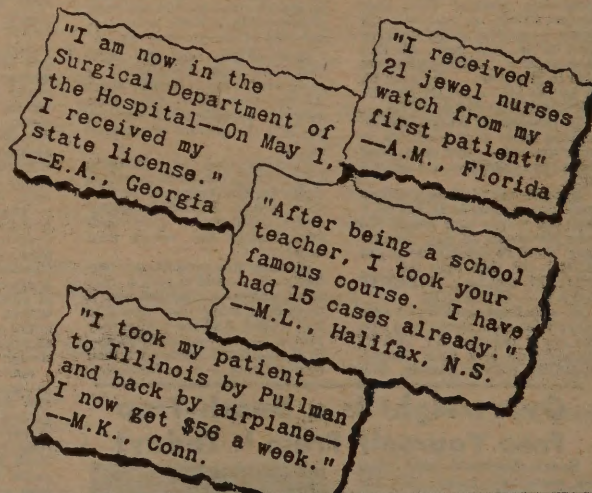
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**#250 JEALOUSY**  
Copied from a glamorous movie star's pet sheath. Exotic lace over contrasting color rayon and acetate chromspun taffeta. White over Turquoise; Black over petal pink. White over Black. Sizes 10 to 18. **\$17.98**

**#461 TEMPTRESS**  
Lean, lovely rayon acetate taffeta sheath with pencil-slimming satin stripes flowing with every curve; intriguing shoe-string straps. Black Multi-Stripe. Sizes 10 to 18. **\$10.98**

461

**MALE MAGNETIZERS!**



**#332 PARIS YOU!**  
So tight sheath hugs you to dropped torso line, then unleashes into shirred double tiers. Buttons cut captivating curve from shoulder to tiers. Stunning floral cotton print in Turquoise, Lilac or Mimosa Yellow. Sizes 10 to 18. **\$12.98**

**#576 DANGER POINT**  
Every curve is revealed in this daringly designed rayon and acetate crepe sheath. Shirred collar plunges to point from haltered neckline. Tight fitting shirred trumpet skirt has rustly taffeta underlining to give it flare and oomph. Panther Black, Riot Red, Pearl White. Sizes 10 to 18. **\$16.98**



**#310 ROMANCE IN VIEW**  
Stunning acetate "Poult de Chrom" fabric in a long torso, figure-flatterer with almost-full-circle skirt. Black, Powder Blue, Navy, Holiday Green. Sizes 10 to 18. **\$14.98**



310

frederick's

# NEW! EXCITING!

## Hollywood Romancers

**MATCH-MAKERS**



739



1809

**MOTHER DAUGHTER**

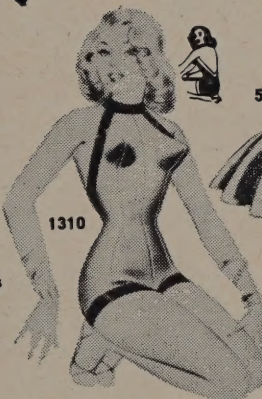


1808

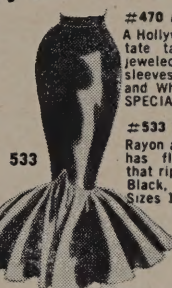


244

**Wear strapless**



1310



533

**#470 ANGEL STRIPES**  
A Hollywood Hit! Chromspun acetate taffeta with scoop neck, jeweled buttons and dolman sleeves. Red and White, Black and White. Sizes 32 to 38. **\$3.88**

**#533 HYPNOTIZED**  
Rayon and acetate taffeta sheath has flirty "mermaid" flounce that ripples as you move. Dressy! Black, Lilac, or Date Red. Sizes 10 to 20. **\$7.98**



1313

**HOLLYWOOD BOUND?**

Don't miss Frederick's fabulous new retail store at 1430 N. Cahuenga, in the Heart of Hollywood!

**#1310 CURVES ADRIFT**  
Fabulous copy of expensive French triumph! A skin-clinging high-halter, low back creation. Deep V-back. Contrast color accents at top and bust repeated at tight-fit leg to create daring high-blast thigh line. Floating boned inner bra! Acetate Lastex. Black with White trim, White with Black trim. Sizes 32 to 36. **\$8.98**

**#1313 HOLLYWOOD CROSS UP**  
A satin striped acetate taffeta sensation with curves adrift to drive him daft! The newest look with built-up shoulder, plunging deep V-neck and back and stripes set in at bust. High cut boy leg. Torch Red or Torrid Black Stripes. Sizes 32 to 38. **\$16.98**

**#1073 FANCY FEET**  
New Riviera clog has white wood heel and platform sole. Flatters legs, adds inches to your height! Pretty button trim. Draped top in White kid or Black Patent. Sizes 5 to 8 1/2. **\$13.95**



1073

**TOE BEAUX!**



1025

**#1025 EYELASH JEWELS**  
Bareback slipper in finest quality kid has eyelashed cut-out toe, individually jeweled, and huge jewels encircled with metallic embroidery at vamp. Camellia White, Shell Pink. Sizes 5 to 8 1/2. **\$17.95**

**#1808 COTTON KITTEN**  
Dress that will give a little girl a big time! Like mother's (#244) to the last stitch. She'll love wearing it as mommie does. Dad will love it too! Turquoise or Pink Print. Sizes 7 to 14. **\$10.98**

**#244 EYE EYE SIR!**  
Exotic cotton print halter with beautifully boned bust section, you'll wear it without straps, too. Solid color border edges top of skin snug bodice and broad band at hem of flaring pleated skirt. Pacific Turquoise or Pink Print with solid color trims. Sizes 10 to 18. **\$12.98**



1808

**#739 TRIPLE THREAT**  
Darling terry cloth jumpsie, perfect for playing, lounging or entertaining. Long zipper front, 2 side pockets and breast pocket with gay heraldic design. Washable. Confetti White, Lemon Yellow, Copen Blue. Sizes 10 to 18. **\$7.98**

**#1809 JUNIOR JUMP IN**  
Same as Mom's (#739), and equally as wonderful for playing (tag), or lounging (nap)! Washable Terry Cloth, 2 side pockets, breast pocket, front zipper. White, Yellow, Blue. Sizes 7 to 14. **\$6.98**

**HOLLYWOOD BOSOM SECRETS!**

**#173 TORSO TAMER**  
Nylon 4-in-one Magic Figure-Maker. Uplift bra, waist-clincher garter belt. Lifts bust, smooths rolls of fat, trims hips and waist. Four detachable garters. Black, White. Sizes 32 to 38; B; 34 to 40, C. **\$4.95**



173



144

**#144 BETTER HALF**  
Only the French would think of it—the bra that isn't a bra at all! Only the under bust is covered, but gives uplift with gleaming satin undercups, lightly boned. Perfection with plunge necklines. White or Black. Sizes 32 to 36. Will fit A and B cups. **\$3.00**



167

**#167 HEAVEN'S HELPER**  
Newest padded push-up increases your bosom one full cup size, and gives you glorious high curves. Bust section embroidered nylon lace. Interchangeable shoulder straps. Leno elastic between bust and in broad back band. Angel White or Exciting Black. Sizes 32 to 36. A or B Cup. **\$5.00**

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"It's been fun—and hasn't cost me anywhere near as much as a private teacher. Now I'm invited to all kinds of affairs and dances. A week ago I auditioned for 'Barn Dance Jamboree' in Syracuse, N.Y."

— Howard Hopkins, East Syracuse, N. Y.

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"Wouldn't have believed it possible — learning to play in such a short time. Friends can't get over it — they think it's me, but it's your wonderful lessons!" — Eileen Turner St. Victor, Canada



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| <input type="checkbox"/> Hawaiian Guitar | <input type="checkbox"/> Tenor Banjo    | <input type="checkbox"/> Elementary     |
| <input type="checkbox"/> Violin          | <input type="checkbox"/> Ukulele        | <input type="checkbox"/> Harmony        |
| <input type="checkbox"/> Piano Accordion | <input type="checkbox"/> Clarinet       | <input type="checkbox"/> Mandolin       |
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Mrs. ....  
Miss .....  
Address .....  
City ..... State .....  
(Insert Zone Number, If Any)